

(Please write your Exam Roll No.)

Exam Roll No. 332140171 2

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2013

Paper Code: BBA205

BBA(B&I)205

BBA(TTM)205

BBA(MOM)205

Subject: Marketing Management

(Batch: 2010 onwards)

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 ✓ Discuss various concepts of marketing? What is Marketing Concept and pillars of the same? Is it relevant in Indian Environment?
- Q2 (a) What are the various ways of Market Targeting?
(b) Explain the various ways of Positioning of Product/Services.
- Q3 ✓ What is Product Life Cycle? What can be different shapes of the same? Discuss the various strategies used at each stage of PLC with examples.
- Q4 What are Advertising Decisions? Discuss the process of advertising from setting objectives to media selection to measuring the results. What are Push and Pull Strategies and situations when they are used?
- Q5 What factors are important in selecting and designing marketing channels? What is dual distribution and situations when it is used?
- Q6 ✓ What are the price and non-price factors considered in selling prices? Discuss them. How Loss Leader pricing is different from Geographical pricing technique? Give example.
- Q7 ✓ Write notes on the following:-
(a) Methods of Sales Promotions.
(b) Types of Channels.
- Q8 ✓ (a) How Publicity is different from Public Relations? Discuss the objectives of the two.
(b) What are the challenges involved in Supply Chain Management?
