

END TERM EXAMINATION

THIRD SEMESTER [BBA] DEC.2014 – JAN.2015

Paper Code: BBA(GEN)205
BBA(TTM)205
BBA(B&I)205
BBA(MOM)205

Subject: Marketing Management
(Batch: 2010 onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Identify any three elements of the macro-environment of a firm and explain how they influence marketing strategy. (15)
- Q2 (a) Explain the benefits and demerits of market segmentation. (7.5)
(b) Describe the merits and demerits of the various targeting strategies that marketers can use. (7.5)
- Q3 (a) Explain the different levels of a product. Use an example to illustrate. (7.5)
(b) Explain the conditions under which market skimming and market penetration pricing should be used. (7.5)
- Q4 Explain how marketing strategy will vary with each stage of the Product Life Cycle. (15)
- Q5 Explain the major functions performed by channel intermediaries. Is it possible to eliminate these intermediaries? (15)
- Q6 (a) Distinguish between intensive, selective and exclusive distribution and also explain the conditions under which each would be appropriate. (7.5)
(b) Describe the major factors that need to be considered while making logistics decision. (7.5)
- Q7 (a) Discuss the major contributions that advertising makes to marketing strategy. (7.5)
(b) Explain **any four** sales promotions activities aimed at consumers. (7.5)
- Q8 Write short notes on **any two** of the following:- (7.5x2=15)
(a) Product positioning
(b) Role of product packaging
(c) Media Decisions
(d) Personal selling

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