

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-205

Subject: Marketing Management

BBA(TTM)-205

BBA(B&I)-205

BBA(MOM)-205

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What is Marketing Concept? Discuss the pillars of Marketing Concept. Is it different from Marketing Myopia? Justify your answer. How is it different from Selling Concept? Discuss. (15)
- Q2 Marketing starts with STP. Do you agree? Explain in brief STP taking an example of any product under focus. (15)
- Q3 What are the Micro and Macro Environmental variable of Marketing Environment? How these environmental factors influence Marketing Mix of any Company? (15)
- Q4 What is Product Mix? Illustrate with the help of flow diagram taking the case HUL. How product innovation, diffusion takes place in the market place. Illustrate with an example of CFL. (15)
- Q5 What factors are taken into consideration at the time of designing Marketing Channels? Discuss them. How levels of channel differ in case of consumer v/s Industrial products? Give examples. (15)
- Q6 What is Promotion Mix? What promotion mix you suggest for detergent manufacturer when marketing in Urban area vis-a-vis in rural areas? Which strategy Push v/s pull is recommended in case of urban areas vis-à-vis rural areas? Justify your answer with examples. (15)
- Q7 What are the pricing Techniques used by marketers of Retail products to remain competitive in market. What are Price and Non Price factors of Competition? Discuss with examples. (15)
- Q8 Write notes on the following:- (2x7.5=15)
(a) Contemporary Methods of Distribution of Products and Services.
(b) How to extend maturity phase of Products Life Cycle Strategies used