

(Please write your Exam Roll No.)

Exam Roll No.

END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2017

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 including Q.No. 1 which is compulsory.

- Q1. Briefly attempt **any five** of the following: (5x3=15)
- Distinguish between marketing and selling.
 - Explain the benefits and dangers of a concentrated targeting strategy.
 - Distinguish between concept testing and test marketing stages of the new product development process.
 - What is meant by product mix width and product line length? Give examples.
 - Explain the members of a typical supply chain.
 - Distinguish between a push and a pull strategy in marketing.
 - What are the advantages of direct marketing? List any three forms of direct marketing.
- Q2. What is positioning and why is it an important part of marketing strategy? Explain any five basis that can be used by marketers to position their brands. Give suitable examples. (15)
- Q3. a) Discuss the advantages and drawbacks of a cost-based versus a demand based approach to setting prices. (7.5)
- b) Explain price bundling, captive product pricing and loss-leader pricing? Use examples to illustrate. (7.5)
- Q4. Explain how product strategies and distribution will differ during the various stages of the product life cycle. (15)
- Q5. "Market intermediaries improve the effectiveness and efficiency of a marketing system". Discuss. (15)
- Q6. a) What are the objectives of an effective logistics system? (7.5)
- b) Is advertising a waste of consumer's money? Justify your viewpoint. (7.5)
- Q7. Discuss the advantages and limitations of personal selling as a promotional tool. In which situations would you recommend its use? (15)
- Q8. Write short notes on **any two** of the following: (7.5x2=15)
- Psychographic segmentation
 - Sales promotion techniques aimed at consumers
 - Factors influencing media selection