

(Please write your Exam Roll No.)

Exam Roll No. ....

## END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER-2016

Paper Code: BBA-205

Subject: Marketing Management

BBA (TTM)-205

BBA (MOM)-205

BBA(B&I)-205

Time: 3 Hours

Maximum Marks: 75

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

- Q1 Which orientation to marketing do you find more relevant in today's competitive world? Discuss with suitable examples.
- Q2 Discuss the concept of Marketing Mix. Is 4 Ps of marketing complete in itself? Support your answer with examples.
- Q3 What are the factors that affect the pricing decisions of firms? Would these be same for consumer products and business products? Explain with examples.
- Q4 What is meant by Product Mix, Product Line Length and Product Mix Consistency? Explain with the help of suitable examples.
- Q5 (a) What do you understand by the term 'Market Segmentation'? What are the various bases of market segmentation?  
(b) Suggest an approach to segment mobile phone market? Briefly explain the steps.
- Q6 Briefly explain the factors that influence the choice of a distribution channel. Illustrate your answer with suitable examples.
- Q7 (a) Describe briefly the factors that help firms determine its marketing communication mix. Give examples.  
(b) Explain the concept of push vs. pull strategy giving suitable examples.
- Q8 Write short notes on any two of the following:-  
(a) Publicity and Public Relations  
(b) Diffusion of innovations  
(c) Product Life Cycle concept  
(d) Impact of macro-environment on marketing  
(e) Sales Promotion

\*\*\*\*\*

P