

Roll No. ....

Total No. of Questions : 07]

[Total No. of Pages : 02

**BBA (Sem. - 3<sup>rd</sup>)**  
**MARKETING MANAGEMENT**  
**SUBJECT CODE : BB - 302**  
**Paper ID : [C0214]**

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

**Section - A**

**Q1)**

**(10 × 2 = 20)**

- a) What is production concept?
- b) What is meant by product concept?
- c) What is societal marketing?
- d) What is meant by concept testing?
- e) What is physical distribution?
- f) What is promotion mix?
- g) What is branding?
- h) What is meant by labelling?
- i) What is consumer decision making?
- j) What is positioning?

**J-211**

**P.T.O.**

**Section - B**

**(4 × 10 = 40)**

- Q2)** What is marketing environment? Explain the components of marketing environment that the marketing managers analyse.
- Q3)** What is marketing segmentation? Explain the basis of segmenting the market.
- Q4)** Explain the 7 ps of services marketing. How are these different from the 4 ps of product marketing.
- Q5)** What is product life cycle? Explain the different stages of product life cycle.
- Q6)** What are the pricing decisions? Explain the different pricing strategies.
- Q7)** What is a distribution channel? Explain the factors influencing the designing of a distribution channel.

