

Roll No. ....

Total No. of Questions : 07]

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**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) Mass Marketing.
- b) Social Marketing.
- c) Consumer.
- d) Labelling.
- e) Brand Image.
- f) Sales Promotion.
- g) Market Survey.
- h) Penetrating Prices.
- i) Various stages of Product Life Cycle.
- j) Measuring Market Potential.

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**P.T.O.**

**Section - B**

**(4 × 10 = 40)**

- Q2)** Define Marketing Management. Write down its concepts in detail.
- Q3)** Briefly describe the New Product Development Process.
- Q4)** Explain the Services Marketing Mix by quoting suitable examples.
- Q5)** What is meant by Market Segmentation? How it is helpful in strategic decision making in Marketing Management?
- Q6)** Describe various factors which affect a Consumer's Buying Behaviour.
- Q7)** Explain Promotion Mix. Write various factors which affect Product Promotion Decisions.

