

Roll No.

Total No. of Questions : 07]

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BBA (Sem. - 3rd)
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) Market.
- b) Marketing Environment.
- c) Mass Marketing.
- d) Product Life Cycle.
- e) Pricing Strategy.
- f) Marketing Mix.
- g) Concept of Market Segmentation.
- h) Consumer Buying Behaviour.
- i) Functions of Marketing.
- j) 7ps of Services.

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Section - B

(4 × 10 = 40)

- Q2)** Define marketing and discuss the modern and traditional concepts of marketing.
- Q3)** Explain the factors affecting consumer buying behaviour. Explain the consumer decision making process.
- Q4)** What is market segmentation? Explain the basis of market segmentation with examples.
- Q5)** How is a new product developed? Explain various packaging and labelling decision.
- Q6)** Explain various component and factors affecting Marketing Mix.
- Q7)** Write short notes on:
- (a) Pricing Decisions.
 - (b) Packaging.