

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18052

B.B.A. IIIrd Semester
Examination, Nov., 2019

MARKETING MANAGEMENT

(BBA-304)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

Note :- Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Explain the elements of Marketing.
2. What is market segmentation ?

ND-185

(1)

Turn Over

3. What is Buyer Behaviour ?
4. Explain the stages of product life cycle.
5. What is media selection and management ?

Section-B

Note :- Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Meaning and definition of Advertising. Explain the classification of Advertising.
7. What is marketing information system ? Discuss its importance.
8. What is Product ? Explain the types of product.

Section-C

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. What is consumer behaviour ? Explain the importance and factors influencing CB.

ND-185

(2)

10. What is marketing ? Explain the importance and scope of marketing.
11. What do you mean by Positioning ? Discuss its concept and product re-positioning.
12. What is price ? Explain the objectives of pricing and factors influencing pricing.
13. What is Packaging ? Explain the difference between brand, branding and packaging in detail.