

Exam. Code : 105403

Subject Code : 1406

Bachelor in Business Administration (BBA)

3rd Semester

**FUNDAMENTALS OF MARKETING
MANAGEMENT**

Paper—BBA-305

Time Allowed—3 Hours] [Maximum Marks—50

Note :— The paper consists of **four** sections A, B, C and D. In each section are **two** questions. Students have to attempt **five** questions in all, at least **one** question from each section. Each question carries **ten** marks.

SECTION—A

1. How would you explain the marketing environment ? Describe the factors that influence the marketing decisions.
2. Describe the concept of marketing and how it is different from selling ? Discuss the scope of marketing with examples.

SECTION—B

3. What is Product Life Cycle ? What are the major decisions taken by marketing manager in each stage of PLC ?
4. Explain why market segmentation is done ? Discuss the bases for segmenting the consumer markets in detail.

SECTION—C

5. Elaborate the pricing concept and discuss the method for deciding the price for product.
6. How will you describe the product ? Discuss the classification of product and their importance.

SECTION—D

7. Describe the importance of advertising. Explain the advertising media, publicity and advertising copy in detail.
8. Write short notes on the following :
 - (a) Direct Marketing
 - (b) WoM
 - (c) Personal Selling
 - (d) Interactive marketing.