

**Exam. Code : 105403**  
**Subject Code : 1407**

**Bachelor in Business Administration (BBA) 3rd Sem.**  
**BBA-305 FUNDAMENTALS OF MARKETING**  
**MANAGEMENT**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :—**There are **three** sections of this paper, Section A, B and Section C. Section A is compulsory, consists of **12** short questions of **1** mark each. Students have to attempt any **ten**. Each Section B and C consists of **four** questions. Students have to attempt **two** questions from each section carrying **10** marks each.

**SECTION—A**

1. Write short notes on the following :

- (i) Target market
- (ii) Managing logistics
- (iii) Customer satisfaction and loyalty
- (iv) CRM <http://www.gnduonline.com>
- (v) Packaging
- (vi) Branding
- (vii) E-Retailing
- (viii) Selling
- (ix) Niche marketing
- (x) WOM
- (xi) Goods v/s services
- (xii) Personnel selling.

**SECTION—B**

2. What is buying behaviour ? Discuss the buying decision process.
3. Explain the marketing mix for Service Sector. How it is different from goods marketing ?
4. How marketing is different from selling ? Discuss the various functions of marketing.
5. Why segmentation and targeting are interrelated with each other ? Explain it with example.

**SECTION—C**

6. What is advertising ? Explain the different media & objectives of advertising ?
7. Discuss various sales promotion tools and techniques for consumer sales promotion.
8. Explain Pricing strategy :
  - (1) Penetration Pricing Strategy
  - (2) Skimming Pricing Strategy
9. What is New product development ? Explain the process of new product development.