

Exam. Code : 105403

Subject Code: 1378

Bachelor in Business Administration (BBA) 3rd Semester
BBA-305 : FUNDAMENTALS OF MARKETING
MANAGEMENT

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— The paper consists of four sections A, B, C and D. In each section there are two questions. Students have to attempt five questions in all, with at least one question from each section. The fifth question may be attempted from any section. Each question carries 10 marks.

SECTION—A

1. What is marketing and how it is different from selling? Highlight the scope of marketing with examples.
2. Discuss the marketing environment. What are the factors that influence the marketing decisions?

SECTION—B

3. Why market segmentation is required? Explain the bases for segmenting the consumer markets in detail.
4. What is PLC? Discuss the major decision taken by marketing manager in each stage of PLC.

SECTION—C

5. How would you define the product? Discuss the classification of product and their importance.
6. What is pricing? Discuss the method for deciding the price for product.

SECTION—D

7. Describe the advertising. What are the different methods for budgeting the advertising expenses?
8. Write short notes on the following :—
 - (a) Personal Selling
 - (b) Direct Marketing
 - (c) Word of mouth marketing
 - (d) Sales promotion.