

END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY-FEBRUARY 2023

Paper Code: BBA (B&I) 203
BBA 203

Subject: Marketing Management
(Upto 2020 Batch)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q.No.1 which is compulsory.

- Q1. Attempt **any five** of the following:- (5x3=15)
- (a) Distinguish between Product Mix and promotion mix.
 - (b) Functions performed by channel intermediaries.
 - (c) What are the different product levels? Give examples.
 - (d) Just in time management system.
 - (e) What is the difference between targeting and positioning, give examples?
 - (f) Explain Marketing Myopia with an example.
 - (g) Push vs Pull strategy.
 - (h) Explain any two Pricing strategies.
- Q2. Explain the concept of product life cycle along with the strategies company adopts at each stage with examples. (15)
- Q3. Write short notes (**all compulsory**) (3x5=15)
- (a) Personal selling process
 - (b) Importance of distribution channels
 - (c) Positioning strategies
- Q4. (a) What is segmentation? (5)
- (b) What segmentation variables can be adopted for the following products. Justify. (10)
- (i) Soaps
 - (ii) Milk supplements
 - (iii) Shoes
- Q5. (a) Differentiate between Sales promotion and personal selling? (5)
- (b) Explain the process of personal selling taking an example of insurance products. (10)
- Q6. (a) Differentiate between Supply Chain management and Logistic management. (5)
- (b) Explain the activities undertaken under Logistic Management. (10)
- Q7. Explain the concept of Vertical and Horizontal Marketing systems along with types and examples of each. (15)
