

Roll No.

Total Pages : 3

BBA/M-20

10513

MARKETING MANAGEMENT

Paper–BBA-211

Time Allowed : 3 Hours]

[Maximum Marks : 80

Note : Attempt five questions in all, Question No. 1 is compulsory. All questions carry equal marks.

(Compulsory Question)

1. Explain the following :

(a) Meaning of Marketing research.

(b) Product Mix.

(c) Functions of Packaging.

(d) Marketing information system.

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- (e) Components of Promotion Mix.
- (f) Marketing organisation.
2. What is modern marketing concept? Explain the various functions of marketing.
3. What do you understand by Marketing mix? Discuss the factors affecting the Marketing mix.
4. What do you understand by term 'Buyer Behaviour'? What is its importance?
5. Discuss the concept of new product development. Discuss various stages of new product development process.

6. What is Brand? What are its advantages? Is branding socially desirable?

7. Define physical distribution management. Discuss the decision areas in the management of physical distribution.

8. Define Advertising media. What are the factors influencing the selection of Media?