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**BBA 3rd Semester (New Scheme)
Examination – December, 2022**

MARKETING MANAGEMENT

Paper : BBAN-302

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided into two sections. Sections 'A' comprises 8 short answer type questions (carrying two marks each) which is **compulsory** and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each Unit) the students shall be required to attempt **four** selecting **one** question from each Unit. All question carry equal marks.

SECTION – A

1. Short Answer type questions :

- (a) Differentiate between Market potential and sales potential.

- (b) Enlist important functions of marketing Manager.
(c) What are tools and techniques of marketing control ?
(d) What are logistics subsystems ?
(e) What is the importance of market segmentation ?
(f) What is the importance of price in marketing mix ?
(g) Distinguish between public relations and sales promotion. <https://www.mdustudy.com>
(h) What is the role of supply chain management in marketing ?

SECTION – B

UNIT – I

2. Why is it necessary for a marketer to analyze the marketing environment and also discuss the environmental variables to be taken into consideration ?
3. Discuss the need and importance of marketing and also explain tasks of marketing management.

UNIT – II

4. Enumerate the importance of segmentation and selecting the target markets.

5. Discuss the issues and barriers involved in marketing research. Justify with examples.

UNIT – III

6. Elaborate the different strategies of pricing in marketing of products.
7. How marketing strategies changes across different stages of Product Life cycle ?

UNIT – IV

8. Highlight the role and impact of consumerism in marketing decisions.
9. Discuss the role of supply chain management in marketing management. Justify with examples.