

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2018 Batch) (Sem.-3)
MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B consists of FOUR Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly :

- a. Outline marketing planning process
- b. Define Barter System
- c. Outline components of micro environment.
- d. What is niche marketing?
- e. What is product line stretching?
- f. Outline product life cycle
- g. What is bundle pricing?
- h. What is physical evidence?
- i. What are sales promotion tools?
- j. Outline new product development process.

SECTION-B

UNIT-I

2. Explain how macro environment forces affect marketing program of a retail company.
3. What is the difference between “market driven” and “market driving firms”? Which have a higher success rate and why? Give examples.

UNIT-II

4. Differentiate between segmentation, targeting and positioning. What are the criteria of successful Market segmentation?
5. Discuss 7Ps of services. What made marketers develop 7ps for marketing of services? Give examples.

UNIT-III

6. Discuss the new product development process in detail.
7. What are the pricing policies? Discuss the different tools of pricing policies.

UNIT-IV

8. Discuss the process of designing integrated marketing communication for a product.
9. What do you mean by channel design decision? How a company should manage the channel conflict?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.