

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/BRDM (2014 & Onwards)
(Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA-302

M.Code : 70623

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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. Answer briefly :

- a. Differentiate between marketing and selling.
- b. Outline market segmentation process.
- c. What is consumerism?
- d. What is demarketing?
- e. What is product range?
- f. Outline promo tools
- g. What is bundle pricing?
- h. What is line stretching?
- i. Outline different media of advertising?
- j. Outline new product development process.

SECTION-B

UNIT-I

2. *“Some of the Environmental forces are controllable whereas the others are beyond the control of a firm”*. Discuss.
3. Why marketing is important for business originations? Explain the nature and scope of the marketing.

UNIT-II

4. What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
5. Compare and contrast 4ps of product with 7Ps of services. What made marketers develop 7ps for marketing of services? Give examples.

UNIT-III

6. What is a new Product? How is it developed?
7. What are the pricing policies? Discuss the different tools of pricing policies.

UNIT-IV

8. *“Advertisement and Sales Promotions are inevitable in marketing”*. Evaluate with example.
9. Discuss the difference between direct and indirect distribution channel. What are the decisions which affect the choice of a channel?

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.