

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (RD) (2018 Batch) (Sem.–3)
MARKETING MANAGEMENT

Subject Code : BBAR-302-18

M.Code : 76817

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-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

I. Write briefly :

- a) Nature of marketing
- b) CRM
- c) Pricing Methods
- d) Viral marketing
- e) Targeting
- f) 4P's of marketing
- g) Segmentation
- h) Viral marketing
- i) e-choupal
- j) sales promotion

SECTION-B

UNIT-I

2. Discuss segmentation in rural markets. Bring out the scope and opportunities for rural marketing in India.
3. Give the historical perspective of marketing and discuss difference between marketing and selling.

UNIT-II

4. Discuss different ingredients of marketing mix.
5. Compare and contrast service marketing with product marketing elaborating 7Ps of marketing.

UNIT-III

6. What is the role played by pricing in marketing? Discuss pricing techniques.
7. What is the role of branding in positioning?

UNIT-IV

8. Write a detailed note on physical distribution channels.
9. Discuss the role played by promotion in marketing. How should a manager plan his rural market communication plan?

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.