

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (2018 Batch) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBASM-302-18

M.Code : 76823

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) Meta Marketing
- b) Services
- c) Place Mix
- d) Product Positioning
- e) Promotion mix
- f) Product standardization
- g) Product line
- h) Physical Environment in Services
- i) Integrated Marketing Communication
- j) Warehousing

SECTION-B

UNIT-I

2. What is Selling, Merchandising and Marketing? Explain and pinpoint the differences between these.
3. What is Marketing Environment? How do you define Indian Marketing Environment? What are its Components? Discuss.

UNIT-II

4. Explain the term Market Segmentation. Is it same as product differentiation? Discuss.
5. *“Marketing mix that is evolving is not stagnant but dynamic”*. Comment.

UNIT-III

6. What is Product Innovation? How will you manage innovation successfully?
7. Explain the costs based methods of measuring Brand Equity.

UNIT-IV

8. Discuss in detail the factors governing the choice of Distribution Channel.
9. Write about the concept of Personal Selling. Enumerate relative merits and limitations of personal selling.

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.