

Roll No. 

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Total No. of Pages : 02

Total No. of Questions : 18

**BBA (2018 Batch) (Sem.-3)**  
**MARKETING MANAGEMENT**  
Subject Code : BBA-302-18  
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. Students have to attempt any ONE question from each Sub-section.

**SECTION-A**

**Explain the following :**

- Q1. Customer needs
- Q2. Societal Marketing.
- Q3. Distribution Channel
- Q4. Mass Marketing
- Q5. Product Positioning
- Q6. Pricing decisions
- Q7. Product life cycle
- Q8. Marketing Segmentation
- Q9. Packaging and labelling decision
- Q10. 4Ps of product

## SECTION-B

### UNIT-I

- Q11. Discuss the components of Marketing Environment.
- Q12. What do you understand by Marketing? Describe its nature and scope in today's competitive environment.

### UNIT-II

- Q13. A) Differentiate between mass marketing and segmentation.  
B) Explain the concept of Market Segmentation along with its need and strategies?
- Q14. What is marketing mix? Explain its components.

### UNIT-III

- Q15. Briefly explain the steps of New Product Development Process. Illustrate with an example.
- Q16. Discuss the process for determining the price of product .What are different pricing strategies a company can adopt?

### UNIT-IV

- Q17. Write short notes on the following :
- A) Explain types of channel of distribution and factors affecting decision.  
B) Explain physical distribution system and its components.
- Q18. Discuss the merits and demerits of various components of product promotion.

**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.**