

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 : 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**

**Write briefly :**

1. What is green marketing?
2. What is STP?
3. What is demarketing?
4. Outline various labelling decisions.
5. Outline new product development process.
6. Differentiate between indoor and outdoor advertising.
7. Outline steps in designing a distribution channel.
8. What is personal selling? How it is different from sales promotion?
9. Outline components of micro environment.
10. What is portfolio analysis?

## SECTION-B

### UNIT-I

11. Explain how macro environment forces affect marketing program of a four wheeler automobile company?
12. Distinguish between old and new concept of marketing. Explain the importance, nature and scope of the marketing.

### UNIT-II

13. What is product differentiation and what role does market segmentation play in determining the basis of differentiation? Discuss some of the basis for market segmentation. Give examples.
14. How are product and services different? How is each one of the characteristics related to one of the 7Ps?

### UNIT-III

15. Explain the stages of Product Life Cycle and strategies to adapt at every stage.
16. Discuss the following :
  - i. Cost based pricing
  - ii. Rate of return pricing

### UNIT-IV

17. What are the different elements of promotion mix? How advertising is more important for new company in the market?
18. Discuss different types of distribution channels. What factors influence the choice of a distribution 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.**