

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (SIM) (Sem.-3)
MARKETING MANAGEMENT
Subject Code : BBASM-302-18
M.Code : 76823
Date of Examination : 14-12-22

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) What are the objectives of marketing?
- b) What is product concept?
- c) Niche marketing
- d) What are the components of micro environment?
- e) Mass marketing
- f) Marketing mix
- g) What are the features of a good brand name?
- h) Positioning
- i) USP
- j) What do you understand by Online marketing?

SECTION-B

UNIT-I

2. What is the role of analyzing the marketing environment? Discuss various components of marketing environment.
3. Define marketing management. Explain the different marketing concepts.

UNIT-II

4. What do you understand by PLC? How do you enumerate the marketing strategies for different stages of product life cycle?
5. Discuss the process for determining the price of a product. What are different pricing strategies a company can adopt?

UNIT-III

6. What is segmentation, targeting and positioning? Discuss the role of STP in marketing management. Elaborate with example.
7. Explain in detail the marketing mix and discuss its factors affecting with suitable examples.

UNIT-IV

8. What do you understand by promotion mix? Elaborate the components of promotion mix along with suitable examples.
9. Write short notes on following :
 - a) Types of advertisements
 - b) Components of physical distribution system.

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.