

Roll No.....

Total No. of Questions : 13]

[Total No. of Pages : 02

Paper ID [B0108]

(Please fill this Paper ID in OMR Sheet)

BBA (BB - 202) (S05) (O) (Sem. - 2nd)

MARKETING MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 × 2 = 30)

- a) Define Marketing.
- b) Define Production Concept.
- c) Define Advertising.
- d) Define Sales Promotion.
- e) Define Marketing Mix.
- f) How do marketers differentiate product?
- g) Define Brand.
- h) Define Communication Mix.
- i) Define Product Life Cycle.
- j) Define Personal Selling.
- k) Define Skimming Pricing.
- l) Define Marketing Information Concept.
- m) Define Buying Roles.
- n) Define Marketing Research.
- o) Define Social Marketing.

Section - B

(9 × 5 = 45)

- Q2)** Explain the evolution of marketing.
- Q3)** Explain different factors influencing Consumer Behaviour.
- Q4)** Define Market segmentation and discuss various basis for segmentation.
- Q5)** Explain the process of new product development and its different stages.
- Q6)** Explain various factors affecting marketing environment.
- Q7)** Explain various advertising media available to a firm.
- Q8)** Explain Services Marketing Mix in detail.
- Q9)** Define Marketing Distribution channels and explain factors affecting the choice of distribution channels.
- Q10)** What is Marketing Control? Explain its scope.
- Q11)** Define the role and limitations of Marketing Research.
- Q12)** Define SBU. What guidelines are to be followed while setting these SBU's?
- Q13)** What is product packaging? What are its objectives?

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