

Roll No _____

Examination May-2014

Total no of page-1

BB-302

Marketing Management

Paper ID-C0214

Time Allowed-03 Hrs

Max Marks-60

Section-A

Q1. Answer to each question shall be given in 2-5 lines. All questions are compulsory.

- a) Scope of Marketing
- b) What do we mean by production?
- c) Marketing environment
- d) What is the Buyer's Role
- e) Explain 4 Ps of Marketing
- f) What are Labelling decisions
- g) Explain the growth stage of life cycle.
- h) What is a physical distribution system?
- i) What do we mean by positioning strategies?
- j) What is a brand?

10*2=20

Section B

Attempt any four questions

- Q2.** Explain the nature and scope of marketing.
- Q3.** What are the factors affecting buying behavior?
- Q4.** Explain the new product development process in detail.
- Q5.** What are the objectives of pricing? Explain 2 commonly used methods.
- Q6.** Explain in detail the channel decisions in marketing
- Q7.** Describe the various segmentation methods

10*4=40

————— End —————