

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA-302

Paper ID : [C1165]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-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

Q1. Write briefly :

- a) Meaning of customer needs.
- b) What do you mean by Societal Marketing?
- c) Define Macro Environment.
- d) State the components of marketing mix.
- e) What is Product Positioning?
- f) What are labeling decisions?
- g) State any two objectives of pricing decisions.
- h) Define Marketing Channel.
- i) Factors affecting product promotion.
- j) Discuss the nature of marketing.

SECTION - B

UNIT-I

Q2) Describe role of marketing in today's competitive corporate world.

OR

Q3) Discuss the factors that constitute marketing environment.

UNIT-II

Q4) Discuss the nature and strategies of market segmentation.

OR

Q5) Name 7 P's of services of marketing mix. Also discuss the factors that affect marketing mix.

UNIT-III

Q6) Describe product life cycle with its stages.

OR

Q7) Explain the techniques used in pricing decisions.

UNIT-IV

Q8) Explain the advantages and disadvantages of various components of product promotion

OR

Q9) Describe the physical distribution system and its components.