

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/BRDM (2014 & Onwards)
(Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA-302

M.Code : 70623

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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

I. Answer briefly :

- a. Differentiate between marketing and selling.
- b. Outline market segmentation process.
- c. What is consumerism?
- d. What is demarketing?
- e. What is product range?
- f. Outline promo tools
- g. What is bundle pricing?
- h. What is line stretching?
- i. Outline different media of advertising?
- j. Outline new product development process.

SECTION-B

UNIT-I

2. "Some of the Environmental forces are controllable whereas the others are beyond the control of a firm". Discuss.
3. Why marketing is important for business originations? Explain the nature and scope of the marketing.

UNIT-II

4. What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
5. Compare and contrast 4ps of product with 7Ps of services. What made marketers develop 7ps for marketing of services? Give examples.

UNIT-III

6. What is a new Product? How is it developed?
7. What are the pricing policies? Discuss the different tools of pricing policies.

UNIT-IV

8. "Advertisement and Sales Promotions are inevitable in marketing". Evaluate with example.
9. Discuss the difference between direct and indirect distribution channel. What are the decisions which affect the choice of a channel?

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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

1. Write briefly :

- a. Outline marketing planning process
- b. Define Barter System
- c. Outline components of micro environment.
- d. What is niche marketing?
- e. What is product line stretching?
- f. Outline product life cycle
- g. What is bundle pricing?
- h. What is physical evidence?
- i. What are sales promotion tools?
- j. Outline new product development process.

SECTION-B

UNIT-I

2. Explain how macro environment forces affect marketing program of a retail company.
3. What is the difference between "market driven" and "market driving firms"? Which have a higher success rate and why? Give examples.

UNIT-II

4. Differentiate between segmentation, targeting and positioning. What are the criteria of successful Market segmentation?
5. Discuss 7Ps of services. What made marketers develop 7ps for marketing of services? Give examples.

UNIT-III

6. Discuss the new product development process in detail.
7. What are the pricing policies? Discuss the different tools of pricing policies.

UNIT-IV

8. Discuss the process of designing integrated marketing communication for a product.
9. What do you mean by channel design decision? How a company should manage the channel conflict?

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BBA/BBA (EM) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 21-12-2023

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 short notes on the following :
- a) Difference between Customer Needs and Wants
 - b) Macro Environment
 - c) Mass Marketing
 - d) Positioning of Product
 - e) Packaging Decisions
 - f) Product Life Cycle
 - g) Cost Based Pricing
 - h) Retaining
 - i) Integrating Marketing Communications
 - j) Disadvantages of Personal Selling.

SECTION B

UNIT-I

2. "Marketing is the Social Process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." Discuss.
3. What are the forces affecting marketing in Micro Environment? Discuss the importance of Micro Environment.

UNIT-II

4. What are the alternative strategies applied to various market segments?
5. Discuss the various factors affecting Marketing Mix. Discuss the 4 Ps of Products.

UNIT-III

6. In what way the New Product Development is managed? Explain the concept of 'Test Marketing' in New Product process.
7. *"Price is the only element in the Marketing Mix that produces revenue"*. Do you agree with the statement? Comment.

UNIT-IV

8. What are the various Channels of Distribution? Discuss the various factors that affects the Distribution Decisions.
9. Discuss the various components of Promotion Mix along with its advantages and disadvantages.

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BBA (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination: 05-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
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SECTION-A

1. Write briefly:

- a) Societal Marketing
- b) Micro Environment
- c) Market Segmentation
- d) Branding
- e) Labelling Decisions
- f) Maturity Stage of Product Life Cycle
- g) Demand Based Pricing
- h) Difference between Advertising and Publicity
- i) Communication Barriers
- j) Marketing Channel

SECTION-B

UNIT-I

2. Today Marketing is "Customer Oriented." Discuss the various concepts of Marketing on the basis of Modern Marketing.
3. What factors are used in measuring the Demographic Environment? To what extent they are for the business decision.

UNIT-II

4. What are the objectives of Marketing Segmentation? Explain the bases of Market Segmentation in detail.
5. What is the most important elements of the Marketing Mix? Discuss 7 Ps of the Services Marketing.

UNIT-III

6. What do you mean by New Product? Discuss in detail the New Product Development process.
7. What are the various kinds of Pricing Strategies? Discuss each one of them with suitable examples.

UNIT-IV

8. "Physical Distribution Design plays a crucial role in the success of the firm". Explain the statement with the help of examples.
9. Discuss the factors affecting the decision regarding selection of Promotion Mix. Explain Sales Promotion in detail.

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