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Total No. of Pages : 02

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BBA (RD) (2018 Batch) (Sem.-3)**MARKETING MANAGEMENT****Subject Code : BBAR-302-18****M.Code : 76817****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS 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**I. Write briefly :**

- a) Nature of marketing
- b) CRM
- c) Pricing Methods
- d) Viral marketing
- e) Targeting
- f) 4P's of marketing
- g) Segmentation
- h) Viral marketing
- i) e-choupal
- j) sales promotion





SECTION-B

UNIT-I

2. Discuss segmentation in rural markets. Bring out the scope and opportunities for rural marketing in India.
3. Give the historical perspective of marketing and discuss difference between marketing and selling.

UNIT-II

4. Discuss different ingredients of marketing mix.
5. Compare and contrast service marketing with product marketing elaborating 7Ps of marketing.

UNIT-III

6. What is the role played by pricing in marketing? Discuss pricing techniques.
7. What is the role of branding in positioning?

UNIT-IV

8. Write a detailed note on physical distribution channels.
9. Discuss the role played by promotion in marketing. How should a manager plan his rural market communication plan?

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.

