



Roll No.

Total No. of Pages : 02

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**BBA (2013 to 2017)/BRDM/B.SIM (2014 & Onwards)/
B.Sc. Business Economics (BBE) (2015 to 2017) (Sem.-3)**

MARKETING MANAGEMENT

Subject Code : BBA/BBE-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

1. Answer briefly :

- a) Differentiate between needs and wants.
- b) Differentiate between sales and marketing concept.
- c) Outline 7Ps of services.
- d) What is a core product?
- e) What is a service channel?
- f) What is cost plus pricing?
- g) What are various labelling decisions?
- h) What is sales promotion?
- i) What are speciality products?
- j) What is a core product?



SECTION-B**UNIT-I**

2. Discuss in detail the evolution of marketing concept. What were the factors which brought about this evolution? Give examples.
3. What are components of micro and macro environment? How do these influence marketing management?

UNIT-II

4. Discuss various bases on which a company can segment its market. Give examples.
5. Discuss various components of product mix. Differentiate between product line, width and breadth. Give examples.

UNIT-III

6. Discuss in detail the new product development process while highlighting the factors influencing the new product development process?
7. Discuss various pricing strategies. Give examples.

UNIT-IV

8. '*Advertisement and Sales Promotions are inevitable in marketing*'. Evaluate with example.
9. Discuss the process of designing marketing channel. How is it different from designing a physical distribution system?

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.