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Total No. of Pages : 02

Total No. of Questions : 18

BBA (2018 Batch) (Sem.-3)
MARKETING MANAGEMENT
Subject Code : BBA-302-18
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. Students have to attempt any **ONE** question from each Sub-section.

SECTION-A**Explain the following :**

- Q1. Customer needs
- Q2. Societal Marketing.
- Q3. Distribution Channel
- Q4. Mass Marketing
- Q5. Product Positioning
- Q6. Pricing decisions
- Q7. Product life cycle
- Q8. Marketing Segmentation
- Q9. Packaging and labelling decision
- Q10. 4Ps of product

SECTION-B

UNIT-I

- Q11. Discuss the components of Marketing Environment.
- Q12. What do you understand by Marketing? Describe its nature and scope in today's competitive environment.

UNIT-II

- Q13. A) Differentiate between mass marketing and segmentation.
B) Explain the concept of Market Segmentation along with its need and strategies?
- Q14. What is marketing mix? Explain its components.

UNIT-III

- Q15. Briefly explain the steps of New Product Development Process. Illustrate with an example.
- Q16. Discuss the process for determining the price of product .What are different pricing strategies a company can adopt?

UNIT-IV

- Q17. Write short notes on the following :
- A) Explain types of channel of distribution and factors affecting decision.
- B) Explain physical distribution system and its components.
- Q18. Discuss the merits and demerits of various components of product promotion.

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.