

Roll No.

Total No. of Pages : 02

Total No. of Questions : 18

BBA (SIM) (2018 Batch) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBASM-302-18

M.Code : 76823

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 :

1. Needs, wants and demand
2. Product concept
3. Societal marketing
4. Criteria for successful market segmentation
5. Packaging vs. unitization
6. Components of a product
7. Factors affecting distribution channel
8. Integrated marketing communication
9. Personal selling vs. sales promotion
10. Factors affecting distribution channel decision

SECTION-B**UNIT-I**

11. Define Marketing Management State and explain the importance of marketing management in Indian economy.
12. Write short notes on following :
 - a) Societal marketing
 - b) Micro and macro environment

UNIT-II

13. Explain Targeting and Positioning. Why these are included in STP Process? What are the different target market strategies?
14. Discuss 7Ps of services. How are they different from 4Ps of products and why?

UNIT-III

15. Explain the concept of PLC and discuss how it is related to the different stages of market development.
16. Discuss various pricing techniques in detail.

UNIT-IV

17. Differentiate between following :
 - a) Physical distribution and channel management
 - b) Indirect and direct distribution channel
18. Discuss the role of personal selling and advertising in promotional industrial products. How does it compare to consumer 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.