

Roll No.

Total No. of Questions : 07]

Aim U1B
D 2010

[Total No. of Pages : 02

BBA (Sem. - 3rd)
MARKETING MANAGEMENT
SUBJECT CODE : BB - 302
Paper ID : [C0214]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) What is production concept?
- b) What is meant by product concept?
- c) What is societal marketing?
- d) What is meant by concept testing?
- e) What is physical distribution?
- f) What is promotion mix?
- g) What is branding?
- h) What is meant by labelling?
- i) What is consumer decision making?
- j) What is positioning?

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Section - B

(4 × 10 = 40)

- Q2)** What is marketing environment? Explain the components of marketing environment that the marketing managers analyse.
- Q3)** What is marketing segmentation? Explain the basis of segmenting the market.
- Q4)** Explain the 7 ps of services marketing. How are these different from the 4 ps of product marketing.
- Q5)** What is product life cycle? Explain the different stages of product life cycle.
- Q6)** What are the pricing decisions? Explain the different pricing strategies.
- Q7)** What is a distribution channel? Explain the factors influencing the designing of a distribution channel.

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