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Total No. of Questions : 09]

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BBA (Sem. - 3rd)

MARKETING MANAGEMENT

SUBJECT CODE : BBA - 302 (2012 Batch)

Paper ID : [C1165]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Section - B has 08 questions of 10 marks each (two questions from each unit with choice between 2 and 3 (unit I), 4 and 5 (unit II), 6 and 7 (unit III) and 8 and 9 (unit IV)). It is compulsory to attempt one questions from each unit.

Section - A

Q1)

(10 × 2 = 20)

- a) Differentiate between needs, wants and demand.
- b) What is societal marketing?
- c) What are components of macro environment?
- d) What are 7 ps of services mix?
- e) What is competitive pricing strategy?
- f) What are different components of promotion mix?
- g) What different types of channels?
- h) Define STP?
- i) What is penetration pricing?
- j) What is mass marketing?

Section - B

Unit - I

Q2) Define Marketing. Elaborate the scope of marketing. Describe in detail the various orientations of marketing.

OR

Q3) Define marketing. Discuss various components of marketing environment.

Unit - II

Q4) What is Segmentation? Explain the level of segmentation. How is it different from mass marketing?

OR

Q5) What is the difference between product and services? Discuss in detail the difference in marketing mix of product and services.

Unit - III

Q6) What is a product? Discuss in detail the new product development process.

OR

Q7) Discuss the process for determining the price of a product. What are different pricing strategies a company can adopt?

Unit - IV

Q8) Write short notes on following :

- a) Personal selling.
- b) Physical distribution system.

OR

Q9) What are different types of distribution channels a company can choose from? What are the factors which influence this choice? Discuss with an example from FMCG sector.

