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Total No. of Pages : 02

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**BBA,2014**  
**MARKETING MANAGEMENT**  
**PAPER CODE: BBA 302**  
**PAPER ID:[C1165]**

Time: 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section A is compulsory
- 2) Attempt any one question from each unit in Section - B

**Section – A**

Q1 a) What do you meant by customer needs?

b) Define Marketing Management?

**(10X 2= 20)**

c) Give the difference between marketing and selling.

d) State 7ps of services in marketing mix?

e) Define mass marketing.

f) What do you mean by promotion mix.

g) What is product labeling?

h) What is the role of pricing in marketing?

i) Define channel of distribution.

j) What are packaging decisions?

**Section- B**

**Unit-I**

**(4 X 10= 40)**

Q2) What do you understand by marketing? Explain its scope in depth.

**OR**

Q3) Explain different components of marketing environment in brief?

**Unit-II**

Q4) What is marketing mix? Explain different factors that affect marketing mix?

**OR**

Q5) What basis are generally used in segmenting the markets?

**Unit-III**

Q6) What is product life cycle? Discuss its different stages.

**OR**

Q7) Explain different techniques of pricing used in modern marketing?

**Unit-IV**

Q8) Describe the components of physical distribution system?

**OR**

Q9) What factors are considered while selecting promotion mix?

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