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Total No. of Pages: 02
Total No. of Questions: 09

BBA (Sem.-3rd)
MARKETING MANAGEMENT

Subject Code: BBA-302

Paper ID: [C1165]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

(i) Section –A, is Compulsory.

(ii) Section B has 08 question of 5 marks each (two question 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 question from each unit.

SECTION A

(10x2=20)

Q1

- A. Differentiate between consumer and customer
- B. What is product concept?
- C. What are components of micro marketing environment?
- D. What is mass marketing?
- E. What is hyper segmentation?
- F. What is 4 ps of marketing?
- G. What is line stretching?
- H. What is niche marketing?
- I. What is perceived value pricing?
- J. What are various promo tools?

SECTION B

- Q2. What is the role of analyzing the marketing environment? Discuss various components of marketing environment. (10)

OR

- Q3. “Production to societal marketing are various stages of development of marketing. However, we can still find pockets in every industry which adopt these concepts”. Do you agree or disagree. Support your answer with examples. (10)

- Q4. What is segmentation, targeting and positioning? Discuss the role of STP in marketing management. Elaborate with example. (10)

OR

- Q5. What are the unique characteristics of services? Discuss in detail the difference in marketing mix of product and services. (10)

Q6. Discuss in detail the product life cycle and its implications on marketing mix strategies. (10)

OR

Q7. Discuss the process for determining the price of a product. What are different pricing strategies a company can adopt? (10)

Q8. Write short notes on following (10)

- a. Types of advertisements
- b. Components of physical distribution system

OR

Q9. What are different types of distribution channels a company can choose from? Design a distribution channel for a soap manufacturing company. (10)

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