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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches)
BRDM / Bachelor in Service Industry Management (SIM) (2014 Batch)
(Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA-302

Paper ID : [C1165]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV.
3. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
4. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Write briefly :

- a) Marketing
- b) Retailing
- c) Societal Marketing
- d) Consumer
- e) Mass Marketing
- f) Sales Promotion
- g) Labelling
- h) Marketing Environment
- i) Product Positioning
- j) Marketing Segmentation

SECTION-B

UNIT-I

2. Explain various marketing concepts in detail.
3. Explain various components of marketing environment.

UNIT-II

4. Explain the basis for market segmentation.
5. Explain 4P's of marketing mix.

UNIT-III

6. Explain various stages involved in new product development process.
7. Explain the importance of pricing decisions.

UNIT-IV

8. Explain Promotion Mix. Write in detail the factors influencing the product promotion.
9. Explain various types of channels of distribution.