

Roll No.

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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 & Onwards)
B.Sc. Business Economics (BBE) (2015 Batch)
(Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA/BBE-302

Paper ID : [C1165]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 :

1. Marketing Mix
2. Mass marketing
3. Pricing
4. Retailing
5. PLC
6. Micro environment
7. Targeting
8. Branding

9. Selling

10. Advertising

SECTION-B

UNIT-I

2. What is marketing environment? How micro environment is different from macro environment?
3. Why marketing is important for business originations? Explain the nature and scope of the marketing.

UNIT-II

4. Explain the marketing mix for goods. How it is different from service sector marketing?
5. How segmentation and targeting are interrelated with each other, explain it with example?

UNIT-III

6. What is New Product Development? Explain the process of New Product Development.
7. What is pricing? Discuss the different techniques of pricing strategies.

UNIT-IV

8. What are the different elements of promotion mix? Which element is more important for new company in the market?
9. How the decisions are taken by the marketing managers regarding the selection of communication and physical distribution channels?