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Total No. of Questions: 09

Total No. of Pages: 02

BBA/BRDM/Bachelor in Service Industry Management (SIM)/ B.Sc Business Economics (BBE) (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. Section B contains **4** units. Each unit contains **TWO** questions carrying **TEN** marks each and students have to attempt at least **ONE** questions in **EACH** UNIT.

SECTION A

1. Answer briefly
 - a) Wants and demands
 - b) Societal marketing
 - c) Segmentation
 - d) Positioning
 - e) Labeling
 - f) Retailing
 - g) Promotion mix
 - h) Macro environment
 - i) Marketing
 - j) Pricing

SECTION B

UNIT I

2. Explain the nature and scope of marketing. How do you analyze marketing environment?
3. Explain the marketing concepts. Also differentiate between selling and marketing.

UNIT II

4. What are bases for segmenting a market?
5. Explain the 7P'S of services in detail.

UNIT III

- 6.** What are the various pricing techniques?
- 7.** Explain the new product development process in detail.

UNIT IV

- 8.** What are the different types of channels?
- 9.** Explain promotion Mix. What factors affect the promotion mix?