

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 09

**BBA (2012 & Onwards Batches)/BRDM (2014 & Onwards) / Bachelor in
service Industry Management(SIM) (2014 & Onwards) / B.Sc. Business
Economics(BBE) (2015 Onwards) (Sem. – 3)**

MARKETING MANAGEMENT

M Code: 70623

Subject Code: BBA/BBE-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** 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. a) What is societal marketing?
b) Outline components of micro environment.
c) What is mass marketing? Give examples of two products which are mass marketed.
d) Outline new product development process.
e) What are objectives of pricing?
f) What are different promo tools?
g) Outline main labeling decisions.
h) What is physical distribution?
i) What are various basis for positioning product in market?
j) Differentiate between sales promotion and direct selling.

SECTION B

UNIT I

2. How do marketers differentiate between needs, wants, and demands? What is the difference between “market driven” and “market driving” firms? Discuss the difference using five orientations in marketing management?
3. Explain the Marketing Environment factors for the banking Industry.

UNIT II

4. What is meant by Market Segmentations? What are the criteria of successful Market segmentation?
5. Compare and contrast 4ps of product with 7Ps of services. What made marketers develop 7ps for marketing of services? Give examples.

UNIT III

6. Explain the stages of Product Life Cycle and strategies to adapt at every stage.
7. Discuss in detail various pricing techniques companies can adopt.

UNIT IV

8. ‘Advertisement and Sales Promotions are inevitable in marketing’ – evaluate with example.
9. Discuss the difference between direct and indirect distribution channel. What are the decisions which affect the choice of a channel?