

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA (Event Management) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 22-05-2023

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. **Write briefly :**
 - a) Online marketing
 - b) Marketing mix
 - c) Micro environment
 - d) Labeling
 - e) 7P's of Services
 - f) Brand
 - g) Physical distribution system
 - h) Market segmentation
 - i) Marketing vs. selling
 - j) Tools of sales promotion

SECTION-B

UNIT-I

2. Explain the marketing opportunities and challenges in the current economic environment of India.
3. Discuss in detail the nature and role of marketing management in today's competitive environment.

UNIT-II

4. What is meant by Market Segmentations? What is the criteria of successful Market segmentation?
5. Enlist 4Ps of marketing mix. Discuss the factors affecting marketing mix.

UNIT-III

6. What do you understand by product? Elucidate the stages of new product development process.
7. State the procedure of setting price. Discuss the techniques of pricing along with suitable examples.

UNIT-IV

8. Explain the communication process. Describe the various elements of the promotion mix, with examples.
9. Describe the physical distribution system and its components.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.