

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BBA/BBA (EM) (Sem.-3)
MARKETING MANAGEMENT
Subject Code : BBA302-18
M.Code : 76656
Date of Examination : 21-12-2023

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 short notes on the following :**
- a) Difference between Customer Needs and Wants
 - b) Macro Environment
 - c) Mass Marketing
 - d) Positioning of Product
 - e) Packaging Decisions
 - f) Product Life Cycle
 - g) Cost Based Pricing
 - h) Retaining
 - i) Integrating Marketing Communications
 - j) Disadvantages of Personal Selling.

SECTION B

UNIT-I

2. *"Marketing is the Social Process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others."* Discuss.
3. What are the forces affecting marketing in Micro Environment? Discuss the importance of Micro Environment.

UNIT-II

4. What are the alternative strategies applied to various market segments?
5. Discuss the various factors affecting Marketing Mix. Discuss the 4 Ps of Products.

UNIT-III

6. In what way the New Product Development is managed? Explain the concept of 'Test Marketing' in New Product process.
7. *"Price is the only element in the Marketing Mix that produces revenue"*. Do you agree with the statement? Comment.

UNIT-IV

8. What are the various Channels of Distribution? Discuss the various factors that affects the Distribution Decisions.
9. Discuss the various components of Promotion Mix along with its advantages and disadvantages.

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.