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Total No. of Pages : 02

Total No. of Questions : 09

BBA (Sem.–3)
MARKETING MANAGEMENT

Subject Code : BBA302-18

M.Code : 76656

Date of Examination : 16-06-2025

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. Answer briefly:

- a) Define marketing and explain its significance.
- b) What is the marketing mix? Why is it important?
- c) What are the major objectives of pricing decisions?
- d) Explain the 7Ps of service marketing.
- e) Differentiate between mass marketing and niche marketing.
- f) What are the major components of the promotion mix?
- g) Differentiate between the marketing and selling concept.
- h) What are the major types of distribution channels?
- i) Differentiate between micro and macro marketing environments,
- j) What is direct marketing?

SECTION-B

UNIT-II

2. What is the role of analysing the marketing environment? Discuss various components of marketing environment.
3. Define marketing management. Explain the different marketing concepts.

UNIT-II

4. What is market segmentation? Discuss various bases and strategies of segmentation with examples.
5. Explain in detail the marketing mix and discuss its factors affecting with suitable examples.

UNIT-III

6. Discuss the importance of branding, packaging, and labeling in product decisions.
7. What is pricing? Discuss the key factors affecting pricing decisions. Explain different pricing strategies and how they help businesses achieve competitive advantage. Provide relevant examples.

UNIT-IV

8. State different types of channels. Also, explain the factors that affect the choice of channel of distribution.
9. **Write short notes on the following :**
 - a) Integrated marketing communication (IMC).
 - b) Promotion Mix.

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.