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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: 21-11-2025

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. Write briefly:

- a) What are the major types of distribution channels?
- b) Differentiate between micro and macro marketing environments,
- c) Explain customer needs, wants and demands with examples.
- d) What are the different pricing techniques used by companies?
- e) Explain the concept of the marketing mix.
- f) What is positioning in marketing?
- g) Differentiate between packaging and labeling.
- h) What is direct marketing?
- i) What is the role of Advertising in the Promotion Mix?
- j) Explain the concept of Integrated Marketing Communication (IMC).

SECTION-B

UNIT-I

2. What is the marketing environment and why is it essential for companies to monitor both the micro and macro environment factors? Provide examples of how each type of factor influences marketing decisions?
3. Define marketing and explain its nature and scope. How does marketing contribute to the growth and success of businesses in today's competitive environment? Support your answer with relevant examples.

UNIT-II

4. Explain the 4Ps of product marketing and 7P's of service marketing in detail.
5. What is Market Segmentation? Discuss the basis on which consumer markets can be segmented with the help of suitable examples.

UNIT-III

6. What do you understand by PLC? How do you enumerate the marketing strategies for different stages of the product life cycle?
7. *"Pricing is the most sensitive decision in marketing that influences the consumer's purchase decision"*. Discuss. What are the different methods that can be used by businesses to determine the price of their product?

UNIT - IV

8. What do you understand by promotion mix? Elaborate on the components of the promotion mix along with suitable examples.
9. Discuss the difference between direct and indirect distribution channels. What are the decisions that affect the choice of a channel?

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.