

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

Paper ID [C0214]

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BBA (Sem. - 3rd)**MARKETING MANAGEMENT (BB - 302)****Time : 03 Hours****Maximum Marks : 60****Instruction to Candidates:**

- 1) Section - A is Compulsory.
- 2) Attempt any **Four** questions from Section - B.

Section - A**Q1)****(10 × 2 = 20)**

- a) E-commerce
- b) Product Life Cycle
- c) Value Claim
- d) Growth Share Matrix (as given by Boston Consulting Group)
- e) Habitual buying behaviour
- f) Niche Marketing
- g) Customer value analysis
- h) Line stretching
- i) Packaging
- j) Perceived value pricing

Section - B**(4 × 10 = 40)**

- Q2)** What are various elements of the market environment, which an organisation should monitor and why?
- Q3)** What is need of market segmentation? Explain in detail psychographic and behavioural bases for market segmentation with the help of examples.

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- Q4)** (a) What is a brand equity? How to manage brand equity?
(b) What are the various factors which a firm has to consider in setting pricing policy?
- Q5)** (a) What are the stages of the buying decision process?
(b) What are the tools for tracking and measuring customer satisfaction?
- Q6)** Explain the stages involved in developing an effective communication system.
- Q7)** What do you mean by sales promotion? What are the major decisions related to sale promotion strategy?

