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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2012 & Onwards Batches)
BRDM (2014 Batch)
Bachelor In Service Industry Management (SIM) (2014 Batch) (Sem.-3)
MARKETING MANAGEMENT
Subject Code : BBA-302
Paper ID : [C1165]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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**Q1) Write briefly :**

- a) Define Marketing.
 - b) What do you mean by societal marketing?
 - c) Define Market segmentation.
 - d) What is marketing mix?
 - e) Describe product life cycle.
 - f) What are the functions of packaging?
 - g) State the objectives of product pricing.
 - h) What is product positioning?
 - i) Define physical distribution.
 - j) How are channels classified?
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SECTION-B

UNIT-I

- Q2) What do you understand by marketing management? Describe its nature and role in today's competitive environment.
- Q3) Discuss the components of marketing environment.

UNIT-II

- Q4) What are the basis of market segmentation?
- Q5) Name 4 Ps of marketing mix. Discuss the factors affecting marketing mix.

UNIT-III

- Q6) Briefly explain the steps in new product development.
- Q7) Discuss different pricing policies and strategies.

UNIT-IV

- Q8) Discuss the merits and demerits of various components of product promotion.
- Q9) What factors govern the choice of a channel of distribution.