OLE-57522

BBA 3rd Semester (N.S.) 2014-17 Examination – April, 2021

MARKETING MANAGEMENT

Paper : BBAN-302

Time : Three Hours]   *[Maximum Marks : 80*

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note :   Section - A is ***compulsory***. Attempt ***four*** questions from Section–B (***one*** question from each unit).

SECTION – A

1.   Write short notes on the following :

(i)   Explain concept of product development.

(ii)   What do you mean by Product Positioning ?

(iii)   Which factors affect the Pricing decisions ?

(iv)   What are the benefits Marketing Information System ?

(v)   What do you mean by Marketing Mix ?

(vi) Define Supply Chain Management.

(vii) What is the physical distribution of product ?

(viii) Which are the 7 p's of Service Marketing ?

SECTION – B

UNIT – I

2. Briefly explain the concept of marketing and selling. Which environmental factors affects the marketing process ?

3. Explain marketing mix process in details with suitable examples.

UNIT – II

4. What do you mean by consumer behaviour and enlist determinants of consumer behaviour ?

5. Briefly explain the Market Segmentation process and importance of selecting the target markets.

UNIT – III

6. Explain the Product Life Cycle. Why the marketers should change their strategies at different stages of product life cycle ?

7. What do you understand with packaging and labelling decisions ? Which factors affect the pricing decision of a marketer ?

UNIT – IV

8. What is meant by Customer Relationship Management (CRM) ? How it is linked to marketing function ?

9. Briefly explain the Promotion Mix and its 4p's. Why it is so important in the marketing, explain with examples ?

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