

MARKETING MANAGEMENT

Paper-BBAN-302

Time allowed : 3 hours] [Maximum marks : 80

Note : The question paper is divided into two sections. Section-A comprises 8 short answer type questions (carrying two marks each) which is compulsory and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each unit) the students shall be required to attempt four selecting one question from each unit. All questions carry equal marks.

Section-A**1. Short Answer Type Questions :**

- (a) Differentiate between marketing and selling.
- (b) Enlist different branding decisions.
- (c) What do you mean by skimming strategy ?
- (d) Enlist important functions of marketing.
- (e) Distinguish between public relations and sales promotion.

- (f) What do you mean by market logistics ?
- (g) What do you mean by branding ?
- (h) What is global marketing ?

Section-B

Unit-I

2. Discuss the need and importance of marketing and also explain marketing mix and its importance.
3. What is the need for a marketer to study the marketing environment ? Explain.

Unit-II

4. Enumerate the importance of segmentation and selecting the target markets.
5. Discuss the issues and barriers involved in marketing research. Justify with suitable example.

Unit-III

6. Explain marketing strategies at different stages of PLC.
7. What is meant by new product development in marketing ? How they are influencing decisions making in marketing ?

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Unit-IV

8. Highlight the importance of personal selling in promotion mix. Discuss the issues and challenges in sales promotion.
9. Discuss the different types of distribution channels with examples.

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