

Roll No. ....

**57522**

**BBA 3rd Semester (New Scheme)  
Examination – December, 2022  
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 :** The question paper is divided into two sections. Sections '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 question carry equal marks.

**SECTION – A**

1. Short Answer type questions :

- (a) Differentiate between Market potential and sales potential.

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- (b) Enlist important functions of marketing Manager.
- (c) What are tools and techniques of marketing control ?
- (d) What are logistics subsystems ?
- (e) What is the importance of market segmentation ?
- (f) What is the importance of price in marketing mix ?
- (g) Distinguish between public relations and sales promotion.
- (h) What is the role of supply chain management in marketing ?

**SECTION – B**

**UNIT – I**

- 2. Why is it necessary for a marketer to analyze the marketing environment and also discuss the environmental variables to be taken into consideration ?
- 3. Discuss the need and importance of marketing and also explain tasks of marketing management.

**UNIT – II**

- 4. Enumerate the importance of segmentation and selecting the target markets.

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- 5. Discuss the issues and barriers involved in marketing research. Justify with examples.

**UNIT – III**

- 6. Elaborate the different strategies of pricing in marketing of products.
- 7. How marketing strategies changes across different stages of Product Life cycle ?

**UNIT – IV**

- 8. Highlight the role and impact of consumerism in marketing decisions.
  - 9. Discuss the role of supply chain management in marketing management. Justify with examples.
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