

Roll No. :

Total No. of Questions : 9] [Total No. of Pages : 3

57522

**B.B.A. 3rd Semester
Examination, March-2021
(New Scheme 2014-17)**

**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 :- Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Explain the following in brief :
 - (a) Importance of marketing as business function
 - (b) Ultimate consumers
 - (c) Buying motives

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(1)

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- (d) Geographical segmentation
- (e) Characteristics of a good label
- (f) Commercialisation
- (g) False advertising
- (h) Publicity 2×8=16

Unit-I

2. What is meant by Marketing ? Discuss the difference between marketing and selling. 4,12
3. What is Marketing Environment ? Explain the factors affecting marketing Environment. 4,12

Unit-II

4. What is market segmentation ? Discuss the advantages of market segmentation. 4,12
5. What is Buyer behaviour ? Explain the factors affecting buyer behaviour. 4,12

Unit-III

6. What do you mean by Product life cycle ? What are the various stages in the product life-cycle of a product ? 4,12

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7. What are the objectives of pricing ? Explain the factors which affect the pricing decisions. 6,10

Unit-IV

8. What do you understand by channel of distribution ? Explain the factors determining the choice of a suitable channel of distribution. 4,12

9. Write notes on the following :

- (a) Personal selling
(b) Promotion mix 8,8