

Roll No.

57522

**BBA 3rd Sem. (N. S.) 2014-17
Examination – November, 2018**

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 : All questions of Section – A are *compulsory*.
Attempt *one* question from each Unit in Section – B.
All questions carry equal marks.

SECTION – A

1. Explain the meaning of following :

- (a) Marketing mix
- (b) Marketing process
- (c) Market information system

- (d) Product positioning
- (e) Product line
- (f) Branding of a product
- (g) Personal selling
- (h) Customer relationship marketing

SECTION – B

UNIT – I

- 2. Differentiate between marketing and selling. Also clarify the traditional and modern concepts of marketing taking suitable examples.
- 3. What are controllable and uncontrollable factors in the marketing environment ? Discuss in brief.

UNIT – II

- 4. What do you mean by market segmentation ? Why and how are markets segmented ? Discuss taking suitable examples.
- 5. What is marketing research ? Enumerate the sequence of steps involved in conducting a marketing research study.

UNIT – III

- 6. Explain Product Life Cycle in detail. How do marketing strategies change as product moves through various stages of life cycle ?
- 7. What do you understand by 'price' of a product ? Explain various pricing strategies giving suitable examples.

UNIT – IV

- 8. 'Wholesalers perform so many important functions, that it is not possible to eliminate them from the channels of distribution.' Do you agree with it ? Critically evaluate the statement considering the types of wholesalers and functions performed by them.
- 9. What do you mean by sales promotion ? Discuss various sales promotion tools used by marketers in retail context.