

57522

BBA- 3rd Semester (New Scheme)

Examination, November-2023

MARKETING MANAGEMENT

Paper - BBAN-302

Time allowed : 3 hours]

[Maximum marks : 80

Note: Section-A consists of eight short answer type questions of two marks each and is compulsory. Section-B attempt four questions in all, selecting one question from each unit. All questions carry equal marks.

Section-A

1. Describe the following:

- (a) Selling
- (b) Pricing
- (c) Information Search
- (d) MIS
- (e) Packaging

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- (f) Decline
- (g) Sales Promotion
- (h) CRM

Section-B

Unit-I

2. Define marketing. Define the process of marketing. Also explain its need in modern era.
3. Explain marketing environment. Discuss various environmental factors affecting the marketing management of a business.

Unit-II

4. What is consumer behavior? Discuss process of consumer decision-making in detail.
5. Define market segmentation. Discuss various forms of market segmentation and their importance.

Unit-III

6. Define product. Explain the stages of product life cycle.
7. What are the packaging and labeling decisions? Discuss its importance in marketing process.

Unit-IV

8. What is marketing distribution channels? Discuss the various types of marketing distribution channels.
9. What is sales promotion? Discuss various methods of sales promotion.