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(20115) Roll No.

B.B.A.-III Sem.

18052

B.B.A. Examination, Dec. 2014

Marketing Management

(BBA-304)

(New)

Time : Three Hours] [Maximum Marks : 75

Note: Attempt **all** the Sections as per instructions.

Section-A

Note: Attempt all the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.

3×5=15

1. Explain old or new concept of marketing.

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2. What is the difference between need, wants and demand?
3. Explain the concepts of marketing and selling.
4. What is meant by promotional mix?
5. Explain the stages of New product development.

Section-B

Note: Attempts **any two** questions out of the following three questions. Each questions carries 7½ marks. Short answer is required not exceeding 200 words. 7½×2=15

6. What is marketing management? Explain the marketing management process.

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7. What do you mean by product positioning?
Explain the ways to position the Brand.
8. What do you mean by Branding? Explain the difference between Brand and Branding.

Section-C

Note: Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail. 15×3=45

9. What is channels of distribution? Explain different types of distribution channel and function of distribution channels.
10. Explain advertising and give five M's of advertising.
11. What is Consumer behaviour? Explain its importance and influencing factors in detail.

12. What do you mean by market segmentation? Explain its levels and importance.
13. What is pricing policy? Explain the different methods of pricing.