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(20116)

Roll No.

(2)

B.B.A.-III Sem.

18052

B. B. A. Examination, Dec. 2015

Marketing Management

(BBA-304)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. Define new concept of marketing.

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2. Explain repositioning.
3. Enumerate different types of distribution channels.
4. What is promotional mix ?
5. What is consumer behaviour ?

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. How will you develop a new product ?
7. Discuss market information system and its scope.
8. Discuss factors affecting consumer behaviour.

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Section-C

(Detailed Answer Questions)

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

9. Explain Marketing Management in detail and discuss its importance.
10. What is Brand ? How would you position your product in the market ?
11. Explain marketing mix. Discuss levels and types of product.
12. Discuss the methods of pricing and factors influencing pricing.
13. What is the process of market research ? Explain it with a suitable example.