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(201217)
B.B.A.-III Sem.

Roll No.

18052

B. B. A. Examination, Dec. 2017

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)

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

1. Define the terms "Marketing and Selling". How do these two functions differ in scope and activity ?
2. "Price is a function of cost, demand and profit." Comment.

3. Distinguish between advertising and publicity.
4. What is 'Brand' ? Distinguish them with trade marks.
5. What is E-commerce ?

Section-B

(Short Answer Questions)

Answer 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. What is "Marketing Mix" ? Compare the marketing mix for consumer products with industrial products.
7. Describe the concept of market segmentation. What are the variables commonly used in segmenting markets ? Illustrate your answer with reference to any two products.
8. Explain the product life cycle. Discuss the application of this concept for fashion garment.

Section-C

(Detailed Answer Questions)

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

9. Discuss the importance of market share analysis as a marketing control tool. What are the various measures of market share?
10. "Product planning is the starting point of the entire marketing programme in a firm." Elucidate the scope of product planning.
11. "Marketing Research is necessary for strong marketing strategy." Do you agree with this statement? Explain critically.
12. What do you mean by sales promotion? Enumerate the various models of sales promotion. Which sales promotion technique will be the best to promote the sale of F.M.C.G. products?

13. "The success or failure of a business depends upon its product price policy." Explain the statement and state the factors to be considered while formulating a product price policy.

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