

A
(21119)

Roll No.

Total Questions : 13]

[Printed Pages : 3

18052

B.B.A. IIIrd Semester
Examination, Nov., 2019

MARKETING MANAGEMENT
(BBA-304)

Time : 3 Hrs.]

[M.M. : 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. 3x5=15

1. Explain the elements of Marketing.
2. What is market segmentation ?

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(1)

Turn Over

3. What is Buyer Behaviour ?
4. Explain the stages of product life cycle.
5. What is media selection and management ?

Section-B

Note :- Attempt any *two* questions out of the following three questions. Each question carries 7½ marks.

Short answer is required not exceeding 200 words.
7½x2=15

6. Meaning and definition of Advertising. Explain the classification of Advertising.
7. What is marketing information system ? Discuss its importance.
8. What is Product ? Explain the types of product.

Section-C

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks.
Answer is required in detail. 15x3=45

9. What is consumer behaviour ? Explain the importance and factors influencing CB.

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(2)

10. What is marketing ? Explain the importance and scope of marketing.
11. What do you mean by Positioning ? Discuss its concept and product re-positioning.
12. What is price ? Explain the objectives of pricing and factors influencing pricing.
13. What is Packaging ? Explain the difference between brand, branding and packaging in detail.