

BBA-304(N)

B. B. A. (Third Semester)

EXAMINATION, Dec., 2016

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time: Three Hours]

[Maximum Marks: 100

Note: All parts of Question No. I in Section A are compulsory. Attempt four more questions selecting two each from Sections B and C.

Inst.: The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section-A

(Short Answer Type Questions)

Note: All questions are compulsory.

1. (A) Define marketing management.

(B) What is marketing mix ?

(C) What is niche marketing?

(D) What is brand re-positioning?

(E) Enumerate the steps in the new product development process.

(F) what is significance of packaging and labelling in marketing?

(G) What is a 'zero-channel'?

(H) What is discriminatory pricing?

(I) What is a 'media-vehicle'?

(J) What are the sources of secondary data in marketing research?

Section-B

(Long Answer Type Questions)

Note: Attempt any two questions.

2. What are the core concepts of marketing? Compare and contrast between selling and modern marketing concepts.
3. What do you understand by segmentation of markets? What are the various bases of segmentation ? Elaborate.
4. What is Branding? What are the various branding strategies? Elaborate with examples.
5. What is a product mix? What are the various levels of product? Discuss with examples.

Section-C

(Long Answer Type Questions)

Note: Attempt any two questions.

6. Discuss the concept of product life cycle. What type of sales promotion tools may be used during different stages of PLC? Discuss with examples.
7. What is 'channel conflict' ? How can such conflict be resolved? Discuss.
8. What are the different elements of the promotion mix? Explain the role and importance of Direct marketing.
9. What are the various external factors that affect consumer behaviour in India? Discuss with examples.