

BBA-304(N)

B. B. A. (Third Semester)

EXAMINATION, Dec., 2012

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt all the five questions. All questions carry equal marks.

1. What is Marketing ? "The modern marketing concept is the only concept that considers customers satisfaction as the focus of marketing." Do you agree? Discuss along with other concepts of marketing.

Or

Discuss various socio-cultural factors that affect the marketing environment in India.

2. What is Segmentation? What are the various bases of segmentation? Explain with examples.

Or

What is Positioning? Explain 'repositioning' citing suitable Indian examples.

3. What is a Product? Discuss the various steps in the new product development process.

Or

What is Branding? What are the various branding related decisions that a marketing manager has to take? Discuss with examples.

4. What is Pricing ? What are the various factors that influence pricing? Discuss.

Or

What is Sales Promotion ? Discuss various tools of sales promotion for consumers.

5. Write short notes on any two of the following:

(i) Non-random sampling

(ii) Post-purchase behaviour

(iii) Societal marketing

(iv) Media selection