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Total No. of Printed Pages: 1

Total No. of Questions: [09]

BBA (Aviation Management) (Semester-3rd)
MARKETING AND RETAIL MANAGEMENT
Subject Code: BBADS2302
Paper ID: [20150215]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a. New product
- b. Selling concept
- c. Trends in Retailing
- d. Marketing retailing equation
- e. Product positioning
- f. Life cycle of retail makets
- g. Consumer adoption process
- h. Factors influencing marketing concept
- i. Product classification
- j. Product line

Section – B

(5 marks each)

- Q2. What is the role and importance of marketing?
- Q3. What is product life –cycle? What stages are involved in it?
- Q4. Discuss various business models in retail?
- Q5. What is marketing segmentation? What are the requisites of a sound marketing segmentation?
- Q6. What is product-mix? What are product mix decisions?

Section – C

(10 marks each)

- Q7. What is pricing decisions? Explain the fundamental strategies for pricing methods?
- Q8. Explain marketing environment in detail?
- Q9. Discuss the challenges and threats in global retailing? Mention the factors affecting for the success of global retailing?