Roll No……..….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

Business Administration (BBA-MBA Integrated) (Semester – 3rd)
MARKETING MANAGEMENT
Subject Code: BMBAS1303
Paper ID: [20390116]

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. What is marketing myopia?
   b. Define societal marketing concept
   c. Who are marketing intermediaries?
   d. Differentiate between shopping and specialty goods
   e. Which strategies are adopted by marketers in decline stage of PLC?
   f. What is break even pricing?
   g. Differentiate between corporate and contractual VMS
   h. Which are the 5 M's in advertising?
   i. List five sales promotion tools
   j. What is captive product pricing?

Section – B **(5 marks each)**

Q2. What are five different marketing management orientations? Justify each of them with appropriate examples and state why that orientation is relevant today?
Q3. Explain difference among style, fashion and fads and give an example of each
Q4. Define brand equity. What competitive advantage does high brand equity provide a company?
Q5. Discuss various types of conflict that may arise in the channel of distribution. Is all channel conflicts bad?
Q6. List and briefly describe important decisions marketing manager must make when developing an advertising program.

Section – C **(10 marks each)**

Q7. Discuss how retailers and wholesalers add value to the marketing system. Explain the role of 'merchandising in retailing'.
Q8. Retailers often use psychological pricing as a price adjustment strategy. Explain this pricing strategy. How do reference prices affect psychological pricing decisions?
Q9. List some of demographic trends of interest to marketers in India and describe whether these trends pose opportunity or threats for marketers?