

Roll No.....  
Total No. of Questions: [09]

Total No. of Printed Pages: [01]

**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?