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

BBA (Semester – 1st)
MARKETING MANAGEMENT
Subject Code: BBAD1309
Paper ID: [150114]

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 consists of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consists 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 Product Positioning?
   b. What is Consumerism?
   c. What is the Marketing Mix?
   d. Branding.
   e. E-retailing
   f. Skimming Pricing Policy
   g. What are the objectives of Pricing?
   h. What is Societal Marketing?
   i. What is Niche Marketing?
   j. Digital Marketing.

Section – B **(5 marks each)**

Q2. Differentiate between Sales and Marketing concepts.
Q3. Explain the stages of the Product Life Cycle.
Q4. Components of the Physical Distribution System.
Q5. Difference between Mass marketing and Segmentation.
Q6. What are the functions of Packaging?

Section – C **(10 marks each)**

Q7. What are the components of the micro and macro environment? How do these influence marketing management?
Q8. Discuss in detail the new Product development process and various factors influencing it.
Q9. Discuss the merits and demerits of various components of product promotion.