

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.