

A
(20622)
BBA - II Sem.

(Printed Pages 4)
Roll No.

18083

B.B.A. Examination, June-2022

Marketing Management

[BBA-204]

(New)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the **Five** questions. Each question carries **3** marks. Very short answer is required not exceeding 75 words.

5x3=15

P.T.O.

1. Explain the Difference between "Marketing" and Selling"
2. Define 'Market Segmentation' and Marketing-Mix.'
3. Define after Sales service.
4. What is the importance of Personal selling in business.
5. What are the Functions of Retailing in Marketing?

Section-B

(Short Answer Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words.

7½x2=15

6. What is counter-marketing? Explain with suitable examples.
7. Explain the importance and limitation of market segmentation.

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8. What do you mean by publicity and Advertising.

Section-C

(Detailed Answer Questions)

Note : Attempt any **Three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in details. $15 \times 3 = 45$

9. What do you mean by Consumer behaviour? What is the Importance of consumer behaviour in marketing? Enumerate the determinants of consumer behaviour.
10. "Money Spent on advertisement is an Investment" and "Money Spent on Advertisement is a Waste"? Reconcile these two statements & conclude.

11. Explain the concept of "Branding? Discuss the advantages and disadvantages of branding & (and) how it is different from 'Trademarking'.
12. "The success or failure of a business depends upon its product price policy". Explain the statement and state the factors to be considered While formulating a product price Policy.
13. What do you mean by Marketing Research? Describe its scope and importance.