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(20524)

Roll No.

B.B.A.-II Sem.

18083

B.B.A. Examination, May-2024

MARKETING MANAGEMENT

(BBA-204)

(New Course)

Time : Three Hours

[Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Type Questions)

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

$5 \times 3 = 15$

1. What is meant by market segmentation?
2. Explain the importance of pricing policy.

P.T.O.

3. What is the difference between marketing research and market research?
4. Explain the meaning of consumer behaviour.
5. Explain the meaning of product mix.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions, out of the following **three** questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.

$2 \times 7.5 = 15$

6. Explain the importance of marketing as a business function.
7. What is the importance of distribution channel in marketing?
8. Explain the pricing decision process.

18083/2

Section-C

(Descriptive Answer Type Questions)

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

9. What do you understand by the modern concept of marketing management? State its significance in the Indian economy.
10. What is objective of market segmentation? Write a note on bases of market segmentation.
11. What do you mean by product development? Explain its main principles and advantages.

18083/3

P.T.O.

12. Define packaging. What are the objectives and functions of packaging?
Give characteristics of a good package
13. What is meant by consumer behaviour?
Explain the various methods of measuring consumer behaviour.

18083/4