

(21213)

Roll No.

(2)

B.B.A.-III Sem.

18052

B. B. A. Examination, Dec. 2013

Marketing Management

(BBA-304)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. What is a market ? What are the types of market ?

2. 'Marketing is Business.' Comment.
3. How do you divide market into various segments ? Mention the factors which have to be taken into consideration while segmenting the market.
4. What is meant by 'Product Mix' ?
5. What is B2B marketing ?

Section-B

(Short Answer Questions)

Attempt any *two* questions out of the following three questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. What is advertisement ? Explain the merits and demerits of advertisement.
7. State the factors affecting choice of channels of distribution.

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8. Distinguish between consumer product and industrial product.

Section-C

(Detailed Answer Questions)

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

9. How is pricing policy formulated ? Explain the various methods of pricing a new product.
10. "India will always remain a large domestic market and the rural market will remain a good driver of growth." Comment on the rapidly changing marketing environment in India.
11. What is marketing research ? Explain the process of marketing research.

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12. It is said that "Advertising is the powerful tool of consumer marketing and personal selling is the powerful tool in industrial marketing." Examine.
13. What do you mean by buyer motive ? Explain how does the consumer behaviour affect the decisions relating to production, price, channel of distribution and sales promotion.