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Roll No.....

B.B.A. - III Sem.

18052

B.B.A. Examination, Dec. 2016

Marketing Management

(BBA-304)

(New)

Time : Three Hours]

[Maximum Marks : 75

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

Section-A

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

1. Define new concept of Marketing.

2. Explain Brand.

3. What is Product mix?

4. What is Pricing?

5. What is Market research?

Section-B

Note : 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. Discuss core concepts of marketing.

7. Discuss the process of market research with a suitable example.

8. Discuss factors influencing consumer behaviour.

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Section-C

Note : 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. "What is Marketing Management?" Explain and discuss its importance too.
10. What is Market segmentation? Also discuss the bases of segmentation.
11. Discuss the importance of Distribution. Elaborate different types of distribution channels.
12. Discuss various tools of promotion. How would you select and manage media for promoting a product.

13. Discuss the concept of Consumer Behaviour and highlight its importance.