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**(21218)**  
**BBA-III Sem.**

Roll No. ....

**18052**

**B. B. A. Examination, Dec. 2018**

**Marketing Management**

**(BBA-304)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

*Note :* Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

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

1. Define the role of marketing.

2. Explain segmentation.
3. Define Product Life Cycle.
4. What is Brand ?
5. What is promotion ?

**Section-B**

**(Short Answer Questions)**

Answer 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 the importance of pricing in marketing process.
7. Highlight the factors responsible for failure of new market.

(3)

8. Explain the modern concept of marketing.

(4)

13. Write a detailed note on consumer's buying motives with the help of suitable examples.

### Section-C

#### (Detailed Answer Questions)

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

9. Define marketing and explain its role in economic development.
10. What do you understand by positioning of a brand ? Explain the steps involved in brand positioning.
11. Define the term 'channels of distribution'. Discuss the various factors that influence the channel choice.
12. Define 'Promotion'. Give the importance of promotion mix in marketing and factors influencing promotion mix.