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B.B.A. Examination, Dec.-2020

MARKETING MANAGEMENT

(BBA-304)

Time : Three Hours / (Maximum Marks : 75

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

Section- A

(Very Short Answer Questions)

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

1. "Marketing in action is marketing mix". Explain.

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2. What are the 5 marketing concept. Explain.
3. Explain various sales promotion tools adopted by marketers.
4. What are some good reasons for doing market research?
5. What is the utility of product life- cycle for marketing manager.

Section - B

(Short Answer Questions)

Note: 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. A manufacturer should always strive to select the lowest cost channel of distribution. Do you agree?

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7. Explain some of the theories of personal selling.
8. "The new product development process starts with a search for good ideas". Explain.

Section - C

(Detailed Answer Questions)

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

9. "Lack of product planning implies managerial bankruptcy in the organisation" explain the importance of product planning in reference to the statement.
10. What do you mean by consumer behaviour? What is the importance of consumer behaviour in marketing? Enumerate the determinants of consumer behaviour.

11. "Money spent on advertisement is an investment" and "money spent on advertisement is a waste"? Reconcile these two statements & conclude.
12. How price policy is determined? Describe the methods of price policies adopted in determining the price of a new product.
13. Explain the concept of 'Branding'? Discuss the advantages and disadvantages of branding & how it is different from 'Trademarking'.