

**A**  
**(21119)**

Roll No. ....

Total Questions : 13 ]

[ Printed Pages : 3

**18052**

**B.B.A. IIIrd Semester**  
**Examination, Nov., 2019**

**MARKETING MANAGEMENT**

**(BBA-304)**

**Time : 3 Hrs. ]**

**[ M.M. : 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. Explain the elements of Marketing.
2. What is market segmentation ?

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Turn Over

3. What is Buyer Behaviour ?
4. Explain the stages of product life cycle.
5. What is media selection and management ?

**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. Meaning and definition of Advertising. Explain the classification of Advertising.
7. What is marketing information system ? Discuss its importance.
8. What is Product ? Explain the types of product.

**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 consumer behaviour ? Explain the importance and factors influencing CB.

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10. What is marketing ? Explain the importance and scope of marketing.
11. What do you mean by Positioning ? Discuss its concept and product re-positioning.
12. What is price ? Explain the objectives of pricing and factors influencing pricing.
13. What is Packaging ? Explain the difference between brand, branding and packaging in detail.