

Roll No. ....

**57022**

**B.B.A. 3rd Sem. (N.S.) 2011-14**

**Examination–November, 2014**

**Marketing Management**

**Paper-BBA-302**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** The question paper is divided in two sections. The Section 'A' comprising 8 small answer type questions (2 marks each) which is **compulsory**. Answer to each question should not exceed 50 words normally. Section 'B' contains 8 questions (2 questions from each unit). The students are required to attempt **four** questions (**one** question from each unit). All questions carry equal marks.

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(1)

[ Turn Over

**Section-A**

1. Write short notes on the following :

- (a) Product line vs. Product mix
- (b) Skim Pricing vs. Penetration pricing
- (c) Advertising vs. Sales promotion
- (d) Viral marketing
- (e) Marketing audit
- (f) Positioning strategies
- (g) Marketing Myopia
- (h) Social responsibility of marketing organizations

**Section-B**

**Unit-I**

2. Explain the concept of marketing mix taking an example from the product and service.

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(2)

3. What are the major differences between "market driven" and "market driving firm". Explain.

### Unit-II

4. Why it is essential for a marketer to understand consumer behaviour ? Is there any role of reference group in affecting the person's buying behaviour ?  
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5. Describe the criteria of effective segmentation. Also discuss geographic and demographic bases of segmentation.

### Unit-III

6. What is PLC? How does it serve the purpose of initiating suitable marketing strategies ?
7. Differentiate between 'brand extension' and 'line extension' with reference to branding decisions ?

### Unit-IV

8. What is CRM? How CRM can be used as an effective tool of marketing ?
9. Discuss how channel intermediaries are essential for effective distribution of a product.

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