

Roll No.

57522

**BBA 3rd Semester (N. S.) 2014-17
Examination – November, 2019**

MARKETING MANAGEMENT

Paper : BBAN- 302

Time : Three Hours]

[Maximum 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 examination.

Note : The question paper is divided into *two* Sections.
Section – **A** comprises *eight* short answer type questions (Carrying 2 marks each) which is *compulsory* and should not exceed 50 words normally. Section – **B** comprises *eight* questions (*two* questions from each Unit). The students are required to attempt *four* questions, selecting *one* question from each Unit. All questions carry equal marks.

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P. T. O.

SECTION – A

1. Short Answer Type Questions :

- (a) What is the need of new product development ?
- (b) What are the benefits of market segmentation ?
- (c) Enlist 7p's of service marketing.
- (d) What are the advantages of skimming pricing ?
- (e) Define CRM.
- (f) What do mean by marketing myopia ?
- (g) Define role of marketing research.
- (h) Enlist important functions of marketing Manager.

SECTION – B

UNIT – I

2. Discuss the social concepts and functions of marketing for creating and delivering value to the customer.
3. Why is it necessary for a marketer to study the changing marketing environment for effective marketing mix ?

UNIT – II

4. What are the determinants of consumer behaviour ?
Explain the consumer purchase decision process in detail.

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5. What is the importance of segmentation and selecting the target markets ?

UNIT – III

6. Elaborate the different decisions and strategies of pricing in marketing of Products.
7. How marketing strategies changes across the PLC stages ? Explain.

UNIT – IV

8. Explain the steps for developing a sales promotion and programme for new product.
9. Discuss the different types of distribution channels and logistics management.

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