

57522

**BBA 3rd Semester (New Scheme)  
Examination – December, 2022**

**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. Sections 'A' comprises 8 short answer type questions (carrying two marks each) which is *compulsory* and should not exceed 50 words normally. Section-B comprises 8 questions (2 from each Unit) the students shall be required to attempt *four* selecting *one* question from each Unit. All question carry equal marks.

**SECTION – A**

1. Short Answer type questions :

- (a) Differentiate between Market potential and sales potential.

- (b) Enlist important functions of marketing Manager.  
(c) What are tools and techniques of marketing control ?  
(d) What are logistics subsystems ?  
(e) What is the importance of market segmentation ?  
(f) What is the importance of price in marketing mix ?  
(g) Distinguish between public relations and sales promotion. <https://www.mdustudy.com>  
(h) What is the role of supply chain management in marketing ?

**SECTION – B**

**UNIT – I**

2. Why is it necessary for a marketer to analyze the marketing environment and also discuss the environmental variables to be taken into consideration ?  
3. Discuss the need and importance of marketing and also explain tasks of marketing management.

**UNIT – II**

4. Enumerate the importance of segmentation and selecting the target markets.

5. Discuss the issues and barriers involved in marketing research. Justify with examples.

### **UNIT – III**

6. Elaborate the different strategies of pricing in marketing of products.
7. How marketing strategies changes across different stages of Product Life cycle ?

### **UNIT – IV**

8. Highlight the role and impact of consumerism in marketing decisions.
  9. Discuss the role of supply chain management in marketing management. Justify with examples.
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