

9723

B.B.A. LL.B. (Hons) 2nd Semester 5 Year Course

wef May 2017 Examination, May-2018

MARKETING MANAGEMENT

Paper-203 A

Time allowed : 3 hours]

[Maximum marks : 80

Note : Section-B is compulsory. Attempt one question from each unit in Section-A. All questions carry equal marks.

Section-A

Unit-I

1. Account for the growing importance of marketing and explain the various functions of marketing. Explain the prospects and challenges of marketing in the present global environment.
2. What is Marketing Mix ? Explain the four elements of marketing mix. Explain the formulation of marketing-mix of a service organization. Give the example of bank or insurance marketing-mix.

Unit-II

3. What is Market Segmentation ? How it is useful for a Manufacturer ?

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4. Evaluate the role, scope and importance of marketing information system.

Unit-III

5. (a) What are the factors that should always be considered while making pricing decision ?
(b) Illustrate the different pricing strategies with suitable examples.
6. Why do marketers pay a lot of attention on branding of their products ? What are the major branding decisions that a firm has to take ?

Unit-IV

7. What are the elements of promotion mix ? Which promotion mix element plays the most important role in (i) FMCG sector, (ii) industrial sector and (iii) service sector ?
8. What do you mean by channels of distribution ? What channels of distribution would you institute for marketing the following :
- (a) A soft drink
(b) An industrial chemical and
(c) Computer software.

Section-B

9. (a) Discuss the significance of channels of distribution in marketing.
- (b) Discuss any five important forms of promotion
- (c) Explain the objectives of advertising.
- (d) Explain Modern concept of Marketing ? How does its differ from traditional concept ?
- (e) Explain the various external sources of new product ideas.
- (f) "Advertising is a waste of resources in a developing country like India"—Justify.
- (g) What is meant by product life cycle ? Explain its concept with examples.
- (h) What is 'promotion' ?