

BBA-07
June - Examination 2016
BBA Pt. II Examination
Marketing Management
Paper - BBA-07

Time : 3 Hours]

[Max. Marks :- 80

Note: The question paper is divided into three sections A, B and C. Write answers as per given instructions.

Section - A

8 × 2 = 16

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the questions you delimit your answer in one sentence upto 30 words. Each question carries 2 marks.

- 1) (i) What is marketing?
- (ii) What are the various components of marketing research?
- (iii) What is product life cycle?
- (iv) What is brand? Classify it.
- (v) What is pricing decision? Explain.
- (vi) Define the channels of distribution.
- (vii) What do you mean by retailing?
- (viii) Define micro-environment.

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Explain with examples how marketing is different from selling.
- 3) Discuss the various factors affecting marketing mix.
- 4) What is product? Explain the different types of product.
- 5) Explain Govt. policies regarding packaging and labeling.
- 6) What is pricing decision? Discuss its importance in a firm.
- 7) Differentiate between 'Skimming' and 'Penetration'.
- 8) Discuss the barriers to marketing communication.
- 9) Discuss the changing role of personal selling.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 16 marks.

- 10) Discuss the various factors affecting marketing mix.
- 11) Differentiate between price and non-price competition. What are their roles in marketing?
- 12) Define physical distribution system with example.
- 13) Explain the meaning of 'sales promotion'. Why is sales promotion necessary?