

BHHM-15
June - Examination 2016
BHHM Pt. III Examination
Marketing Management
Paper - BHHM-15

Time : 3 Hours]

[Max. Marks :- 100

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

Section - A

10 × 2 = 20

(Very Short Answer Questions)

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

- 1) Explain the following terms:
 - (i) Marketing
 - (ii) Marketing Environment
 - (iii) Product
 - (iv) Brand
 - (v) Direct marketing
 - (vi) Pricing
 - (vii) Rural Marketing

- (viii) Promotion
- (ix) Advertising
- (x) Competition

Section - B**4 × 10 = 40**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 10 marks.

- 2) Explain the concept of product life cycle.
- 3) Discuss the ingredients of marketing environment.
- 4) Discuss the significance of marketing research.
- 5) Discuss the forms of branding.
- 6) Explain the determinants of distribution channels.
- 7) Discuss the components of promotion mix.
- 8) What are the reasons of growth of direct marketing?
- 9) Explain any two pricing strategies.

Section - C**2 × 20 = 40**

(Long Answer Questions)

Note: Answer **any two** questions. Each answer should not exceed 500 words. Each question carries 20 marks.

- 10) Describe the evolution of marketing.
- 11) Devise the strategies of different stages of product life cycle.
- 12) Discuss the functions of packaging.
- 13) Write a note on retailing.