BBA-07

June - Examination 2026

Bachelor of Business Administration (IInd Year) Examination

Marketing Management

Paper : BBA-07

[*Time: **3** Hours*] [*Maximum Marks: **70***]

Note :- The question paper is divided into three Sections A, B and C. Write answers as per the given instructions in each section.

Section-A **7×2=14**

(Very Short Answer Type Questions)

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

1. (i) Name the two major components of the Marketing Environment.
   (ii) State the four elements of the Marketing Mix.
   (iii) Define the term "Product".
   (iv) What is meant by a coined or fanciful brand name?
   (v) Define Physical Distribution System.
   (vi) Mention any two types of wholesalers.
   (vii) What is Advertising?

Section-B **4×7=28**

(Short Answer Type Questions)

Note :- Answer **any four** questions. You have to delimit your each answer maximum up to **200** words. Each question carries **7** marks.

2. Differentiate between Selling and Marketing.
3. What do you mean by Marketing Environment? Explain its significance.
4. Define the concept of Marketing Mix.
5. State the major objectives of Marketing Research.
6. Explain the assumptions of the Product Life Cycle (PLC).
7. Discuss the characteristics of a good Trademark.
8. What is pricing? Explain the concept of Resale Price Maintenance.
9. Write short notes on -
   (a) Direct Marketing
   (b) Rural Marketing and qualities of a rural marketer

Section-C

2×14=28

(Long Answer Type Questions)

Note :- Answer **any two** questions. You have to delimit your each answer maximum up to **500** words. Each question carries **14** marks.

10. All the functions performed by a marketing manager are interrelated. Explain with suitable examples.

11. Discuss the importance of studying the Political and Legal Environment for marketing decisions.

12. What is a Product? Explain the different types of products.

13. Discuss the concept of creating and managing network of retailers and explain its importance in the marketing system.
