

BBA-07

December - Examination 2015

BBA IInd Year Examination**Marketing Management****Paper - BBA-07****Time : 3 Hours]****[Max. Marks :- 70**

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

Section - A

7 x 2 = 14

(Very Short Answer Type Questions)

Note: Answer all 7 questions. As per the nature of the questions you delimit your answer in one sentence up to 30 words. Each question carries 2 marks.

- 1) (i) What is marketing system?
- (ii) What are the features of marketing research?
- (iii) Explain the concept of product life cycle.
- (iv) What do you mean by pricing?
- (v) What do you mean by marketing logistics?
- (vi) What is advertising?
- (vii) What are the changing rate of personal selling?

Section - B

4 x 7 = 28

(Short Answer Type Questions)

Note: Answer any 4 questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) What is the impact of marketing environment on the organizations?
- 3) Explain the classification of consumer product and industrial product in brief.
- 4) What is brand? Differentiate it from trade mark.
- 5) Differentiate between “Skimming” and “Penetration”.
- 6) Explain the channels of distribution.
- 7) Differentiate between wholesaling and retailing.
- 8) What are the sub groups of advertising media?
- 9) Define sales promotion. What are the objectives of sales promotion?

Section - C

2 x 14 = 28

(Long Answer Type Questions)

Note: Answer any 2 questions. Each answer should not exceed 500 words. Each question carries 14 marks.

- 10) Briefly explain the history of marketing research.
- 11) What is pricing decision? Discuss the importance of pricing decision in a firm.
- 12) Explain “Price off offer” and “Free samples” as techniques of sales promotion.
- 13) Define rural marketing. How will you add value of rural marketing?