

BBA-07

December - 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 question you delimit your answer in one sentence upto 30 words. Each question carries 2 marks.

- 1) (i) What do you mean by customer?
- (ii) What is selling? Explain it.
- (iii) What is the relationship between business and marketing? Explain it.
- (iv) What is customer satisfaction?
- (v) What is trademark?
- (vi) What is product? Explain it.
- (vii) What do you mean by wholeselling?
- (viii) What is advertising?

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) What is marketing research? Discuss it.
- 3) Distinguish between marketing and selling.
- 4) Explain the concept of marketing mix and its components.
- 5) How is transport important in marketing?
- 6) What are the stages of product life cycle? Explain it.
- 7) Discuss the role of rural marketing.
- 8) Discuss any two pricing decision methods.
- 9) Discuss the barriers in the process 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 market in a business.
- 11) Differentiate between wholeselling and retailing. What is the role of wholeselling and retailing in marketing?
- 12) Define sales promotion techniques with examples.
- 13) What is marketing environment? Discuss it.