

**BBA-07**

December - Examination 2017

**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 word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Define Marketing Environment.
- (ii) What is 4P?
- (iii) What do you mean by Shopping Goods?
- (iv) What is Rapid Skimming Strategy?
- (v) What do you mean by Branding?
- (vi) What is Non Price Competition?

(vii) What is Channel Selection?

(viii) What do you mean by Retailing?

### 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) All the functions performed by a marketing manager are interrelated. Explain with examples.
- 3) Discuss the various factors affecting marketing mix.
- 4) Discuss the process of marketing research.
- 5) Explain the term product life cycle. Discuss the different stages in the life cycle of a product.
- 6) What do you mean by pricing? Discuss its various objectives.
- 7) Enumerate briefly the steps of price determination process.
- 8) Highlight the benefits and limitations of advertising.
- 9) What are the characteristics and advantages of Direct Marketing?

### Section - C

2 × 16 = 32

(Long Answer Questions)

**Note:** Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) Define the five stages of environmental scanning. Why the environmental scanning is done in an organization?
  - 11) What do you mean by the term "Product". Explain the different types of product.
  - 12) "The main objectives of packing are protection, brand differentiation and identification, sales promotion and handling convenience." Discuss.
  - 13) Define Channels of Distribution. Discuss with suitable examples the functions of the channels of distribution.
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