

**BBA-07**

December - Examination 2018

**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 the given instructions.

**Section - A****8 × 2 = 16**

(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 up to 30 words. Each question carries 2 marks.

- 1) (i) Define Marketing.
- (ii) Define Marketing environment.
- (iii) What is Macro - environment.
- (iv) What is 4P?
- (v) What do you mean by customer?
- (vi) What do you mean by Branding?
- (vii) What do you mean by Retailing?
- (viii) What do you mean by competition?

**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) Explain with examples how marketing is different from selling.
- 3) Discuss the various factors affecting marketing mix.
- 4) What is product? Explain the different types of product.
- 5) What is pricing decision? Explain.
- 6) What is marketing communication? Explain.
- 7) Explain the importance of personal selling.
- 8) Explain the term product life cycle with different stages.
- 9) Write a short note on advertising.

**Section - C****2 × 16 = 32**

(Long Answer Questions)

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

- 10) Discuss the process of marketing research.
- 11) Write a note on direct marketing.
- 12) Write a note on sales promotion.
- 13) Highlight the benefits of advertising.