

**BBA-07**

December - Examination 2019

**BBA Pt. II 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 × 2 = 14****(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 upto 30 words. Each question carries 2 marks.

1. i. What is marketing?
- ii. Define marketing mix.
- iii. What is Brand?
- iv. What do you mean by pricing?
- v. What is Cash Discount?
- vi. Define Channels of Distribution.
- vii. What is Direct Marketing?

**Section - B****4 × 7 = 28****(Short Answer Questions)**

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

2. What are the functions of a Marketing Manager?
3. Explain the difference between macro-environment and micro-environment.
4. What are the various components of marketing research?
5. Is there any difference between consumer products and industrial product? If yes, then explain.
6. Differentiate between price and non price competition.
7. Explain the method of cost plus pricing with example. What are its benefits and limitations?
8. Differentiate between wholesaling and retailing.
9. 'Sales Promotion is important for both manufacturer and consumers'. Explain how?

**Section - C****2 × 14 = 28****(Long Answer Questions)**

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

10. Define the five stages of environmental scanning. Why the environmental scanning is done in an organization.
  - 11 Explain the concept of product life cycle. What strategies should be adopted during various stages of the life cycle of a product?
  - 12 What is packaging? What are the basic functions of packaging? Give the characteristic of a good packaging.
  - 13 Critically evaluate the role of advertising in the marketing strategy of an organization.
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