

BBA-07
December – Examination 2021
BBA (Part II) Examination
Marketing Management
Paper : BBA-07

Time : 1½ Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* 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 3½ marks.

1. (i) What is Micro Environment ?
- (ii) What do you mean by Extended Marketing Mix ?
- (iii) What do you mean by Market Research ?
- (iv) Write any *two* differences between Goods and Services.
- (v) What do you mean by Heterogeneous Products ?
- (vi) Write any *two* Pricing Objectives.
- (vii) What is Cost Plus Pricing ?
- (viii) Define the Channels of Distribution.

Section-B **4×14=56**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. What is Marketing ? What are the functions of a marketing manager ? Explain.
3. What do you mean by marketing environment ? Explain the need of environment scanning.

4. Define Marketing Mix. Discuss the various factors affecting marketing mix.
5. Explain the term product life-cycle. Discuss the different stages in the life-cycle of a product.
6. What do you mean by Branding ? Explain the advantages of brand names.
7. “Pricing must take into account economic concepts that are relevant as well as the trend of economic and political thinking in a particular country.” Discuss.
8. Critically evaluate the role of advertising in the marketing strategy of an organization.
9. Define rural marketing. How will you add value to rural marketing ? Explain.