

12. Explain the concept of product life-cycle. What strategies should be adopted during various stages of the life-cycle of a product ?
13. Define Channels of Distribution. Discuss with suitable examples the functions of the channels of distribution.

## **BBA-07**

**December – Examination 2022**  
**BBA (IInd Year) Examination**  
**Marketing Management**  
**Paper : BBA-07**

*Time : 3 Hours ]*

*[ Maximum Marks : 70*

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

### **Section-A**

**7×2=14**

#### **(Very Short Answer Type 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) Explain the concept of marketing.
- (ii) Define marketing environment.

- (iii) Write any *two* objectives of physical distribution.
- (iv) What is 4P ?
- (v) What do you mean by Marketing Research ?
- (vi) What do you mean by Shopping Goods ?
- (vii) What do you mean by Consumer Product ?

**Section-B** **4×7=28**

**(Short Answer Type Questions)**

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

- 2. Explain the method of cost plus pricing with example. What are its benefits and limitations ?
- 3. Evaluate the process of formulating the marketing mix.
- 4. What do you mean by pricing ? Discuss its various objectives.
- 5. Differentiate between wholesaling and retailing.

- 6. Explain the meaning of 'Sales Promotion'. Why is sales promotion necessary ?
- 7. Highlight the benefits and limitations of advertising.
- 8. What are the characteristics and advantages of Direct Marketing ?
- 9. Describe briefly the marketing management part of MNC.

**Section-C** **2×14=28**

**(Long Answer Type Questions)**

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

- 10. What are the various elements of the marketing communication process ? Discuss the barriers to marketing communication.
- 11. "The main objectives of packaging are protection, brand differentiation and identification, sales promotion and handling convenience." Discuss.