

12. "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.
13. What do you understand by Brands ? Distinguish them with trade marks. What considerations are taken in selecting and effective brand name ?

BBA-07

December – Examination 2023
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) What do you mean by 4Ps ?
- (ii) What do you mean by Marketing ?

- (iii) Write any *two* characteristics of services.
- (iv) What do you mean by homogenous products ?
- (v) Write any type of pricing policies.
- (vi) Write any *two* benefits of packaging.
- (vii) What is wholesale distribution ?

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. Marketing is important for the company as well as for the society, elaborate with reference to Indian context.
- 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. Enumerate the factors which affect pricing decisions. What information is useful for pricing decisions in a firm ?
- 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.

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. Briefly explain the history of marketing research. Discuss the process of marketing research.
- 11. What is Marketing ? What are the functions of a marketing manager ? Explain.