

BBA-07

December - Examination 2025

Bachelor of Business Administration (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 Macro Environment?
- (II) What do you mean by Selling Function of Exchange?
- (III) Write any two characteristics of Rural Marketing.
- (IV) What do you mean by Physical Distribution?
- (V) What do you mean by Feasibility Analysis?
- (VI) What is Mark up Pricing?
- (VII) What do you mean by Marketing Communication?

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. What are the functions of a Marketing Manager?
3. Discuss the Extended Marketing Mix.
4. Write an essay on “PLC Stages and Strategies”.
5. What do you mean by Marketing Channels? Describe the various criteria for the evaluation of the channel selection.
6. Explain the method of cost plus pricing with example. What are its benefits and limitations?
7. What do you mean by Branding? What are the advantages of brand names?
8. State any two objectives of Sales Promotion.
9. What are the various components of Physical Distribution System? 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. Differentiate between Price and Non-price Competition. What are their roles in marketing?
11. What is a Marketing Communication? Why is Marketing Communication a significant part of marketing strategy?
12. Define Advertising. Highlight the benefits and limitations of Advertising.
13. What is Marketing Research? What are the various components of Marketing Research?
