

12. Explain the term product life cycle. Discuss the different stages in the life cycle of a product.
13. Enumerate the factors which affect pricing decisions. What information is useful for pricing decisions in a firm ?

BBA-07

June – 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 is Rapid Skimming Strategy ?
- (ii) What is Growth Strategy ?

- (iii) What do you mean by Branding ?
- (iv) What do you mean by Labelling ?
- (v) What is Channel Selection ?
- (vi) What is Resale Price Maintenance ?
- (vii) What do you mean by Retailing ?

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 importance of Environmental Analysis for a business firm.
- 3. All the functions performed by a marketing manager are interrelated. Explain with examples.
- 4. Outline the challenges faced by marketers in marketing product in rural area.
- 5. Discuss the various factors affecting marketing mix.

- 6. Briefly explain the difference between goods and services.
- 7. Discuss the process of marketing research.
- 8. What is Brand ? Differentiate it from Trade Mark.
- 9. What do you mean by the term 'Product' ? Explain the different types of product.

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 components of marketing research ? State the importance of marketing research for an organization.
- 11. Define the five stages of environmental scanning. Why is the environmental scanning done in an organization ?