

11. What is Product Life Cycle ? Explain the various PLC : Stages and Strategies.
12. Explain the various factors contributing to the change in Rural marketing.
13. What do you understand by Price Determination ? Explain price determination process in detail.

BBA-07

June – Examination 2024

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 Wants and Demand ?

- (ii) What do you mean by The Societal Marketing Concept ?
- (iii) Write any *two* characteristics of Convenience Goods.
- (iv) What do you mean by Augmented Product ?
- (v) What do you mean by Trademark ?
- (vi) Write any *two* Objectives of Physical Distribution.
- (vii) What is Channel Selection ?

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 various marketing functions related to Exchange, Physical distribution and Facilities.
- 3. Discuss the need and importance of the Analysis of Marketing Environment.

- 4. Explain the various components of Marketing Research.
- 5. Explain the difference between Goods and Services.
- 6. What do you mean by Branding ? Explain the classification of Brands.
- 7. Explain Price and Non-Price Competition in detail.
- 8. Discuss the importance and limitations of advertising for businesses.
- 9. Define Direct Marketing. Explain the characteristics of Direct Marketing.

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. Explain Marketing Mix and its various elements in detail.