

BBA-07**B.B.A. II Year Examination, June-2015****BBA-07****Marketing Management***Time : Three Hours**[Max. Marks : 80*

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

Section-A

(Very Short Answer Type Questions)

Note: Answer all 8 questions. As per the nature of the question delimit your answer in one sentence upto 50 words. Each question carries equal marks. 2×8=16

1. (i) What is Marketing?
- (ii) Micro-environment.
- (iii) Process of Marketing research.
- (iv) Shopping Goods.
- (v) Product Life Cycle.
- (vi) What is Brand?

(1)

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(vii) What is Pricing?

(viii) Channels of distribution.

Section-B

(Short Answer Type Questions)

Note: Answer any four questions. Each answer should not exceed 100 words. Each question carries 8 marks.

8×4=32

2. What are the functions of a marketing Manager?
3. Describe the economic environment in India.
4. What are the various components of marketing research?
5. Explain the classification of consumer product.
6. What are the assumptions of product Life Cycle?
7. What are the advantages of brand names?
8. Discuss the importance of pricing decisions in a firm.
9. Elaborate the objectives of physical Distribution system.

Section-C

(Long Answer Type Questions)

Note: Answer any two questions. Each answer should not exceed 800 words. Each question carries 16 marks.

16×2=32

10. Marketing is important for the company as well as for the society. Elaborate with reference to Indian context.
11. What is Product? Explain the different types of Product.
12. What do you mean by labeling? Explain the various classifications of labels.
13. Marketing communication should only promise what can be delivered. Comment on the statement.

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