

BBA-07
June - Examination 2017
BBA Pt. II Examination
Marketing Management
Paper - BBA-07

Time : 3 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

8 × 2 = 16

(Very Short Answer Questions)

Note: Answer **all** questions. As per the nature of the question delimit your answer in one word, one sentence or maximum upto 30 words. Each question carries 2 marks.

- 1) (i) Explain the concept of Marketing.
- (ii) Write the elements of Marketing Mix.
- (iii) What do you mean by marketing research?
- (iv) What do you mean by consumer product?
- (v) What is Rapid Penetration Strategy?
- (vi) What do you mean by Labelling?
- (vii) What is Resale Price Maintenance?
- (viii) Write any two objectives of Physical Distribution.

Section - B**4 × 8 = 32**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 8 marks.

- 2) Explain the importance of Environmental Analysis for a business firm.
- 3) Evaluate the process of formulating the marketing mix.
- 4) Briefly explain the difference between goods and services.
- 5) What is Brand? Differentiate it from Trade Mark?
- 6) Explain the method of cost plus pricing with example. What are its benefits and limitations?
- 7) Differentiate between wholesaling and retailing.
- 8) Explain the meaning of 'Sales Promotion'. Why is Sales Promotion necessary?
- 9) Outline the challenges faced by marketers in marketing product in rural area.

Section - C**2 × 16 = 32**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 16 marks.

- 10) What are the various components of marketing research? State the importance of marketing research for an organization.

- 11) Explain the concept of product life cycle. What strategies should be adopted during various stages of the life cycle of a product?
 - 12) Enumerate the factors which affect pricing decisions. What information is useful for pricing decisions in a firm?
 - 13) What are the various elements of the marketing communication process? Discuss the barriers to marketing communication.
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