

BHHM-15

June - Examination 2017

BHHM Pt. III Examination**Adv. Room Division & Marketing Management****Paper - BHHM-15****Time : 3 Hours]****[Max. Marks :- 100**

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

Section - A**10 × 2 = 20**

(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) What is Marketing Management?
- (ii) What is Shopping Goods?
- (iii) What are Un-sought products?
- (iv) What is brand image?
- (v) What is labelling?
- (vi) What is Non price competition?
- (vii) What is Mark up Pricing?

- (viii) Write any two barriers in marketing communication.
- (ix) Define Sales Promotion.
- (x) What is Personal Selling?

Section - B**4 × 10 = 40**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 10 marks.

- 2) Explain the Functions of a Marketing Manager.
- 3) What is the impact of marketing environment on the organizations?
- 4) What are the various components of marketing research?
- 5) What is a product? Explain the different types of product.
- 6) What are the advantages of brand names?
- 7) Discuss the price determination process adopted by the marketing managers.
- 8) Describe the Components of Physical Distribution System.
- 9) Enumerate various types of Direct Marketing Tools.

Section - C**2 × 20 = 40**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 20 marks.

- 10) What do you mean by marketing environment? Explain various elements of marketing environment.
 - 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) Write a short note on retail scenario in India.
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