

**BBA-07**  
June - Examination 2018  
**BBA Pt. II Examination**  
**Marketing Management**  
**Paper - BBA-07**

**Time : 3 Hours ]**

**[ Max. Marks :- 80**

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**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) What is marketing?
- (ii) What are the various components of marketing research?
- (iii) What do you mean by product?
- (iv) What is product life cycle?
- (v) What do you mean by brand?
- (vi) What is pricing?
- (vii) Define the channels of distribution.
- (viii) Define micro environment.

**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 with examples how marketing is different from selling.
- 3) Discuss the various factors affecting marketing.
- 4) Explain the different types of product.
- 5) Write short note on packaging.
- 6) What is pricing decision? Discuss.
- 7) Write a note on economical importance of marketing.
- 8) Discuss the barriers to marketing communication.
- 9) Write a note on personal selling.

**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) Write a note on marketing research.
- 11) Write a note on Branding.
- 12) Write a note on sales promotion.
- 13) Write a note on physical distribution system.

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