

BBA-07

June - Examination 2019

BBA Pt. II Examination**Marketing Management****Paper - BBA-07****Time : 3 Hours]****[Max. Marks :- 70**

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

Section - A**7 × 2 = 14**

(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) Write any two physical and social needs.
- (ii) What do you mean by Buying Function?
- (iii) Write the name of 4Ps.
- (iv) Define Product
- (v) What do you mean by Brand?
- (vi) What do you mean by trade discount?
- (vii) Write the main objective of ideal Physical Distribution system/ logistics system.

Section - B**4 × 7 = 28**

(Short Answer Questions)

Note: Answer **any four** questions. Each answer should not exceed 200 words. Each question carries 7 marks.

- 2) Describe the difference between Marketing and Sales.
- 3) Describe the various functions of marketing managers.
- 4) Explain the difference between Goods and Services.
- 5) Differentiate between a Brand and a Trademark.
- 6) Explain cost plus pricing method. Also describe its benefits.
- 7) Explain various barriers of Marketing Communication.
- 8) Explain the objectives of sales promotion.
- 9) Explain the characteristics of Rural Markets.

Section - C**2 × 14 = 28**

(Long Answer Questions)

Note: Answer **any two** questions. You have to delimit your each answer maximum upto 500 words. Each question carries 14 marks.

- 10) What do you mean by Marketing? Explain its basic characteristics.
- 11) What do you mean by Consumer Products? Explain in detail about Convenience Goods and Shopping Goods.
- 12) Classify the various types of brands.
- 13) Explain the challenges before rural marketing.