

BBA-07

June – Examination 2022

BBA (II Year) Examination

Marketing Management

Paper : BBA-07

Time : 1½ Hours]

[Maximum Marks : 70

Note :- The question paper is divided into two Sections A and B. Write answers as per the given instructions.

Section-A

4×3½=14

(Very Short Answer Type Questions)

Note :- Answer any *four* questions. As per the nature of the question delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 3½ marks.

1. (i) Explain the concept of Marketing.
- (ii) Explain the need of Environment Scanning.
- (iii) What do you mean by Marketing Research ?
- (iv) What do you mean by Brand Image ?
- (v) What is Break Even Pricing ?
- (vi) Define Channels of Distribution.
- (vii) What is Advertising ?
- (viii) Write any *two* advantages of Direct Marketing.

Section-B **4×14=56**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Answer should not exceed **200** words. Each question carries 14 marks.

2. All the functions performed by a marketing manager are interrelated. Explain with examples.
3. Define Marketing Mix. Evaluate the process of formulating the marketing mix.
4. What do you mean by the term 'Product' ? Briefly explain the difference between goods and services.

5. Explain the term product life cycle. Discuss the different stages in the life cycle of a product.
6. Differentiate between price and non-price competition. What are their roles in marketing ?
7. What are the various elements of the marketing communication process ?
8. Personal selling is a two-way communication best suited to a company marketing consumer product with a poor brand loyalty. Discuss.
9. Define rural marketing. Explain the factors, which have made rural markets attractive.