

Total No. of Questions : 10] Total No. of Printed Page : 4]

BBA-304(N)

Bachelor of Business Administration

(Third Semester)

EXAMINATION, MARCH- 2021

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all sections as directed.

Inst : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

(Section-A)

(Short Answer type Questions)

Note : All questions are compulsory. Each question carries. 3 marks.

Q1. Write note on

(a) Marketing Objectives

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- (b) Marketing System
- (c) Marketing Process
- (d) Marketing Functions
- (e) ~~Marketing~~ Concepts
- (f) Marketing Myopia
- (g) Marketing Importance for Customers
- (h) Marketing importance for Marketers
- (i) Marketing Research
- (j) Marketing Information System

Section-B

(Long Answer type Question)

Note : Attempt any 2 questions. Each question carries 10 marks.

Q2. Write detail note on

- (a) Criteria
- (b) Method
- (c) Importance of segmentation of market for attaining marketing objectives

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Q3. "Targeting helps in reaching to the right customer".
Suggest how it is done for marketing PMCG products in India.

Q4. "Personality is perceived by others." Suggest how a product personality factor helps in creating positioning in customers mind.

Q5. Write detail note on various modes which are now-a-days used by marketers for distributing their offerings to customers.

Section-C

(Long Answer type questions)

Note : Attempt any 2 questions. Each carries 10 Marks.

Q6. Explain Advertisement by enumerating its

- (i) Mission
- (ii) Message
- (iii) Media
- (iv) Money
- (v) Measurment

[4]

Q7. Price of a product is set by marketers on the basis of (A) cost (B) Demand (C) competition. Write the methods based on these basics.

Q8. Write Note on

(A) Branding and its Importance in Marketing.

(B) Importance of Packaging.

Q9. How marketers solve their problems which they encounter in marketing of their offerings. Write details of various steps involved in this process.

Q10. Write Notes on

- (a) Factors that determine consumer purchase decisions.
- (b) Factors that are considered before choosing media for propagating promotional activities.

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