

Roll No.

BBA-304(N)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2019**

(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.

1. Explain the following :

- (A) Importance of Marketing in Economy
- (B) Core concept of Marketing
- (C) Difference between marketing and selling
- (D) MIS
- (E) Process of Research in Marketing
- (F) Brand Positioning

(C-50) P. T. O.

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- (G) Brand Repositioning with example
- (H) Buying Roles
- (I) 7 Os in Marketing
- (J) Importance of Packaging

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

2. Write detailed notes on the following :
 - (a) Product Mix
 - (b) Product Personality
3. Suggest, how a New Product came into Market by mentioning all the steps involved in this process.
4. Explain, how market segmentation and marketing targeting helps the marketer in marketing of goods and services.
5. For selling price of a product of service marketer have to consider these factors. Explain the role of each of them :
 - (a) Factors
 - (b) Method
 - (c) Kinds of Pricing

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

6. Define Promotion and its kinds in detail, citing suitable example.

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7. Marketing means sense, search serve and satisfy consumer and if not possible by knowing the consumers therefore explain the way marketer know their prospective consumer.
8. Write short notes on the following :
 - (a) Horizontal and Vertical Distribution Channels
 - (b) Types of Consumer Products
9. Suggest, how you advice a FMCG retailer near your home to promote its sale.

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