

(i) Printed Pages: 2

Roll No. ....

(ii) Questions : 14

Sub. Code : 

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Exam. Code : 

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**B.B.A. 3<sup>rd</sup> Semester**

**1128**

**MARKETING MANAGEMENT**

**Paper—BBA 203**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt any *four* questions from Section A and any *two* questions each from Sections B and C. Each question from Section A carries **5** marks and from Section B or C **15** marks.

**SECTION—A**

1. What is marketing mix ? Briefly discuss its various components.
2. Discuss the importance of marketing research.
3. Discuss the concept of market segmenting, targeting and positioning.
4. Discuss the new product development concept.
5. What is online marketing ? How it works ?
6. Discuss the various causes of channel conflict. 5×4

**SECTION—B**

7. (a) What is marketing ? Discuss its nature and scope.  
(b) Discuss the various marketing philosophies.

8. What is marketing research ? Discuss in detail the need and process of undertaking marketing research.
9. (a) What is consumer behaviour ? Which factors influence consumer behaviour ?
- (b) What is market segmentation ? Discuss the various types of market segments.
10. Write short notes on the following :
- (a) Product life cycle
- (b) Packing and labeling. 15×2

### SECTION—C

11. (a) What is price ? What are the various determinants of pricing decisions ?
- (b) Discuss the various pricing policies and strategies.
12. What are the various components of distribution ? What are the various basis for deciding about channel decisions ? Argue your views regarding for and against long channels of distribution.
13. (a) Discuss the various emerging trends and issues in marketing.
- (b) Discuss the emerging scenario of retail marketing formats in India.
14. Write short notes on the following :
- (a) Customer relationship marketing
- (b) Green marketing. 15×2