

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

1	1	2	5
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B.B.A. 3rd Semester

1125

MARKETING MANAGEMENT

Paper : BBA-203

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :- Attempt **five** questions in all by selecting question No. I i.e. Section A and **two** questions each from Sections B and C. Each part of Section A carries **5** marks and each question of Sections B and C carries **15** marks.

SECTION-A

- I. Attempt any **four** parts. Each part carries **5** marks.
- (a) Discuss the process of marketing.
 - (b) What is market segmentation ? Discuss the various basis for segmentation.
 - (c) Discuss product classification. What are the various types of product ?
 - (d) Discuss the various channel design decisions.
 - (e) What is advertising ? Discuss its various types.
 - (f) Discuss the various emerging trends and issues in marketing.

20

SECTION-B

- II. Discuss the process of consumer buying behaviour. Explain the various factors influencing buying behaviour.

15

III. Write a detailed note on the importance of packaging and labeling. 15

IV. What is product life cycle ? What are the various types of product life cycle ? 15

V. Write short notes on the following :

(a) Market Targeting and Positioning

(b) New Product Development. 15

SECTION-C

VI. Discuss the various channel design decisions. What are the various channel alternatives ? 15

VII. Discuss the need and importance of each of the promotional tools. 15

VIII. Write an elaborate note on the emerging trends and issues in retail marketing in India. 15

IX. Write short notes on the following :

(a) Online Marketing

(b) Pricing Policies. 15