

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 3rd Semester
(2124)

MARKETING MANAGEMENT

Paper : BBA 203

Time Allowed : Three Hours] [Maximum Marks : 80

Note :— (1) Attempt any *four* parts from Section-A each carrying 5 marks.

(2) Attempt any *two* questions each from Section B and Section C carrying 15 marks each.

SECTION—A

1. Attempt any *four* parts :

- (a) Write about maturity stage of Product Life Cycle.
- (b) Differentiate between consumer marketing and industrial marketing.
- (c) Define positioning in marketing.
- (d) List demerits of online buying.
- (e) Write the scope of green marketing.
- (f) Ashwin and Sachin, new entrepreneurs want to enter fresh vegetables market. Suggest suitable channels of distribution to them.

SECTION—B

2. Differentiate between marketing and selling. Marketing functions are the core functions of an enterprise. Elaborate.
3. Discuss the concept of marketing mix. Explain the marketing mix of any one FMCG company in detail.
4. What is meant by marketing segmentation ? What will be the suitable base for the marketing segmentation of electronics products ?
5. Explain the relevance of ideas in new product development. Also, write the process of new product development.

SECTION—C

6. What is the role of pricing in marketing ? Explain various methods of pricing.
7. What are the various decisions involved in management of selected channel of distribution ? Write in detail.
8. What is sales promotion ? Discuss the methods of consumer sales promotion with suitable examples, pointing out its difference with Trade Sales Promotion.
9. Write a note on :
 - (a) Customer Relationship Marketing
 - (b) Scope of Digital Marketing.