

2012
Bachelor of Business Administration
Third Semester
BBA-203: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- a) Distinguish between product and service.
 - b) Explain the process of marketing.
 - c) What is market segmentation?
 - d) What is the role of physical distribution system in marketing?
 - e) Discuss the causes and consequences of channel conflict.
 - f) What are the benefits of online marketing? (4x5)

Section - B

- II. What is marketing mix? Discuss the various elements of marketing mix. (15)
- III. What is marketing research? Discuss the various techniques of conducting marketing research. (15)
- IV. Explain the process of consumer buying behaviour. Also discuss the factors influencing consumer buying behaviour. (15)
- V. a) What is test marketing? Why it is undertaken? Discuss the problems associated with "test marketing".
- b) What is product packaging? What are the essentials of good packaging? (2x7½)

Section - C

- VI. What is pricing? Explain the various pricing policies and strategies. (15)

P.T.O.

(2)

- VII. What is adverting media? Discuss in brief the different types of advertising media. What are the factors need to be considered while selecting a suitable media of advertising? (15)
- VIII. "Marketing middlemen are the parasites and they should be eliminated". Do you agree? Discuss. (15)
- IX. a) What is relationship marketing? What are its implications?
b) Write a short note on green marketing. (2x7½)

x-x-x