

Roll No.

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Total No. of Pages: 02

Total No. of Questions: 09

BBA (Sem. – 3)
MARKETING MANAGEMENT
Subject Code: BBA302-18
M Code: 76656
Date of Examination: 14-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : **UNITS-I, II, III & IV**. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. **Students have to attempt any ONE question from each Sub-section.**

SECTION-A

1. Write briefly
 - a) Marketing
 - b) Societal Marketing
 - c) Functions of packaging
 - d) Product positioning
 - e) Physical distribution
 - f) Marketing channels
 - g) Marketing Segmentation
 - h) 7ps of services
 - i) Macro Environment
 - j) Factors affecting product promotion

SECTION-B

UNIT-I

2. Write a note on Marketing Environment.
3. Explain the concept of Marketing.

UNIT-II

4. Discuss the nature and strategies of Marketing Segmentation.
5. Define Marketing Mix. Discuss the factors that affect the marketing mix

UNIT -III

6. Describe the product life cycle with its stages.
7. Explain the techniques used in pricing decisions?

UNIT-IV

8. Explain the various types of distribution channels. Also, explain the factors that affect the choice of channel of distribution.
9. Discuss the factors affecting product promotion.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.