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Total No. of Pages : 02

Total No. of Questions : 18

BBA (SIM) (2018 Batch) (Sem.-3)

MARKETING MANAGEMENT

Subject Code : BBASM-302-18

M.Code : 76823

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

Write briefly :

1. Services Marketing
2. Macro Environment
3. Product
4. Product Line
5. Product-range
6. Product Innovation
7. Extension Strategies
8. PLC stages
9. Integrated Marketing Communication
10. Sales Management

SECTION-B

UNIT-I

11. Define Market. How does it differ from marketing? Outline the basic purpose of marketing.
12. Explain the concept of Micro Marketing Environment. Can you control the various forces of Business Environment? Comment.

UNIT-II

13. What is Market Segmentation? Explain the bases of market segmentation with suitable examples.
14. In what ways the marketing mix concept helps the firms in marketing? Discuss.

UNIT-III

15. Explain the concept of Product Life Cycle? Discuss the various strategic decisions to be taken at each stage of the PLC.
16. Define Packaging. Discuss the packaging decisions and strategies in detail.

UNIT-IV

17. Write about the concept of Channel of Distribution. What are the governing principles of it? Discuss.
18. What does the word “Advertising” stand for? Is it same as “Publicity” and “Propaganda”? Discuss.

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