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Total No. of Pages : 02

Total No. of Questions : 09

BBA (2014 to 2017)/BRDM/B.SIM (2014 & Onwards)/  
B.Sc. Business Economics (BBE) (2015 to 2017) (Sem.-3)

## MARKETING MANAGEMENT

Subject Code : BBA/BBE-302

M.Code : 70623

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. Students have to attempt any ONE question from each Sub-section.

### SECTION-A

1. Answer briefly :
  - a. Differentiate between marketing and sales.
  - b. Outline different types of demand.
  - c. What are the functions of packaging?
  - d. Discuss various stages of product lifecycle.
  - e. What does the need for market segmentation?
  - f. Outline 7Ps of services.
  - g. What is the difference between price penetration and price skimming?
  - h. Outline functions of advertising.
  - i. Outline some new trends in distribution of products.
  - j. What are the main functions of retailer?

## SECTION-B

### UNIT-I

2. What is holistic marketing? Discuss the evolution of the concept of holistic marketing from production-based marketing. Highlight the role of marketing in the morning world.
3. The Micro Environmental factors are likely to affect the marketing activities of an organisation. Discuss in the context of the Micro Environmental factors.

### UNIT-II

4. Define Segmentation. Discuss geographic and psychographic bases of segmentation with suitable examples.
5. Discuss in detail the factors which influence the differentiation in the marketing mix of products and services.

### UNIT-III

6. Discuss in detail the new product development process. Outline the factors which influence the new product development process.
7. Discuss in detail various pricing techniques companies can adopt.

### UNIT-IV

8. Outline various promo tools and discuss the relative advantages and disadvantages of various promo tools.
9. “Physical distribution is a network of blood vessels which is necessity for existence of an organization”. Do you agree or disagree with the statement? 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.