Exam. Code: 0 0 2 3

Bachelor of Business Administration 3rd Semester (1129)

MARKETING MANAGEMENT Paper—BBA-203

Time Allowed: Three Hours] [Maximum Marks: 80

- Note:— (1) Attempt any four questions from Unit-I. Each question carries 5 marks.
 - (2) Attempt any **two** questions each from Unit-II and Unit-III. Each question carries **15** marks.

UNIT-I

- I. Define marketing mix.
- II. What are the objectives of marketing research?
- III. What is market positioning?
- IV. Differentiate between push and pull promotion strategies.
- V. What are the objectives of advertising?
- VI. Discuss the process of personal selling. $4 \times 5 = 20$

UNIT-II

- VII. Discuss various marketing philosophies that guide the organizations to manage their marketing activities.
- VIII. What is product planning? Discuss various steps in the new product development process.

- IX. What are the psychological factors that influence consumer while making a decision of buying?
- X. "Every stage of product life cycle has different challenges and opportunities." Discuss.2×15=30

UNIT—III

- XI. What factors govern the choice of channel of distribution?
- XII. What methods are used by marketing management to determine the prices of their products?
- XIII. Write a detailed note on green marketing.
- XIV. What is advertising media? Discuss types of advertising media.

 $2 \times 15 = 30$