

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

| | | | |
|---|---|---|---|
| 0 | 8 | 7 | 5 |
|---|---|---|---|

Exam. Code :

| | | | |
|---|---|---|---|
| 0 | 0 | 2 | 3 |
|---|---|---|---|

Bachelor of Business Administration 3rd Semester

(2123)

MARKETING MANAGEMENT

Paper : BBA-203

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **FOUR** short answer type questions from Section—A. Attempt **TWO** questions each from Sections—B and C respectively.

SECTION—A

(Marks : 4×5=20)

- I. (a) What is retail marketing ?
- (b) Discuss Produce Life Cycle.
- (c) Explain the concept of Green Marketing.
- (d) What is Role of Packaging and Labelling ?
- (e) Discuss Marketing Research Process.
- (f) What is the role of Public Relations in Promotion decisions.

SECTION—B

(Marks : $2 \times 15 = 30$)

- II. What is new product development ? What logical steps are involved in the product development ?
- III. Explain market segmentation. Discuss the different levels of market segmentation.
- IV. What is marketing concept ? Is it evolutionary or revolutionary in nature ? Discuss the nature and scope of marketing.
- V. Write notes on :
 - (a) Marketing Mix.
 - (b) Factors influencing consumer buying behaviour.

SECTION—C

(Marks : $2 \times 15 = 30$)

- VI. Explain in detail the different types of distribution channels. Also discuss their benefits and limitations.
- VII. What do you understand by Promotion decisions ? Discuss the various components of promotion mix.
- VIII. What is the role of Pricing in marketing ? Explain Product Pricing policies and strategies.
- IX. Write notes on :
 - (a) Managing distribution channel conflict
 - (b) Customer Relationship marketing.