

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

1	3	0	4	2
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Exam. Code :

5	0	3	3
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**Bachelor of Business Administration (FYUP) 3rd Semester
(2125)**

MARKETING MANAGEMENT

**Paper : NBBA302 [Common with BBA Business Innovation
& Entrepreneurship (FYUP) 3rd Sem. & B.B.A. Banking
Financial Services & Insurance (FYUP) 3rd Sem.]**

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— Attempt any **four** short answer type questions from Section - A. Each question in this section carries **5** marks. Attempt any **two** essay type questions each from Section - B and C respectively. Each question in these sections carries **15** marks.

SECTION—A

1. List and briefly explain stages of the Marketing Process.
2. What is Product Positioning? Give a simple example.
3. Explain the importance of Branding Decisions for a new product.
4. Explain Price Skimming as a pricing strategy.
5. What is Customer Relationship Marketing?
6. Explain the Intangibility and Perishability characteristics of services.

SECTION—B

7. What is Marketing? Explain the nature and scope of marketing in a modern business environment.
8. Give an overview of the Marketing Environment. Discuss the impact of various environmental factors on marketing decisions in the Indian Context.
9. What is Market Segmentation? Discuss the various bases for segmenting a consumer market.
10. Explain the Product Life Cycle concept. Discuss the suitable marketing strategies that should be adopted by a company at each stage of the PLC.

SECTION—C

11. What are Pricing Decisions? Discuss the key determinants of price that a company must consider before setting a price.
12. Explain the key characteristics, advantages, and disadvantages of Advertising and Personal Selling as promotional tools.
13. What are Marketing Channels? Explain the various channel functions that intermediaries perform to ensure products reach the final consumers efficiently.
14. What is Digital Marketing? Discuss the basic concepts and key components of digital marketing in today's business scenario.