

2021

Bachelor of Business Administration

Third Semester

BBA-203: Marketing Management

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

- I. Attempt any four of the following:-
- Differentiate between market and marketing.
 - What is the need of test marketing?
 - Distinguish between product and service.
 - What are the salient features of an effective advertisement?
 - Discuss the causes and consequences of channel conflict.
 - Write a brief note on green marketing. (4x5)

Section – B

- II. What is marketing mix? What are the various elements of marketing mix? (4x5)
- III. What do you mean by consumer behaviour? Discuss the various determinants of consumer behaviour. (4x5)
- IV. What is market segmentation? Why do we need market segmentation? Explain the basis of market segmentation. (4x5)
- V. a) What is marketing strategy? Discuss the essentials of a good marketing strategy.
b) Explain the different brand strategies. (2x7½)

Section – C

- VI. What is pricing? Explain the various pricing policies and strategies. (15)
- VII. Explain the factors governing choice of channel of distribution and an intermediary. (15)
- VIII. a) What is personal selling? Discuss the role of personal selling as a method of promoting the product.
b) Explain the important qualities of an ideal salesman. (2x7½)
- IX. a) "Direct marketing is an attempt to skip off the middlemen". Discuss.
b) What is relationship marketing? What are its implications? (2x7½)

x-x-x