

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

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Exam. Code :

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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. 4×5=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. $2 \times 15 = 30$

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. $2 \times 15 = 30$