

(i) Printed Pages : 2

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(ii) Questions : 9

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Exam. Code : 

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**Bachelor of Business Administration 3<sup>rd</sup> 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 : 2×15=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 : 2×15=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.