(i) Printed Pages : 3]   Roll No. ....

(ii) Questions   : 9]   **Sub. Code :** $\boxed{0}\boxed{8}\boxed{7}\boxed{5}$

                                 Exam. Code : $\boxed{0}\boxed{0}\boxed{2}\boxed{3}$

B.B.A 3rd Semester Examination

1127

MARKETING MANAGEMENT
Paper : BBA 203

Time : 3 Hours]   **[Max. Marks : 80**

Note :– Attempt *five* questions in all, by selecting question
No. **1** from Section–A and *two* questions each from
Section–B and Section–C. Each part of Section–A
carries 5 marks and each part of Section–B and C
carries 15 marks.

Section–A

1. Attempt any *four* parts. Each part carries 5 marks :

   (i) Distinguish between Marketing Mix and Product
   Mix.

   (ii) Explain the term branding.

NA–123   (1)   Turn Over

(iii) Distinguish between Advertising and sales promotion.

(iv) List the important qualities of a salesman.

(v) Explain the tools of publicity.

(vi) Define the term consumerism. 20

Section–B

2. Explain the marketing opportunities and challenges in the current economic environment of India. 15

3. Explain in detail various elements of marketing mix. 15

4. What are the determinants of consumer behaviour ? 15

5. What are the New Product Ideas ? Discuss the logical steps involved in new product development. 15

Section–C

6. "Advertising sells the product." Do you agree with this statement ? Give reasons. Explain the functions performed by advertising. 15

7. Personal selling is the ability to persuade people to buy goods and services at a profit to the seller and benefit to the buyer. Explain in brief the process of personal selling also. 15

NA–123 (2)

8. What is sales promotion ? How can an industrial goods marketer use online marketing ? Explain giving example. **15**

9. Can the middleman be removed from the distribution channel ? Explain the role and importance of middleman. **15**