

Total No. of Questions : 14]  
(1126)

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**B. B. A. 3rd Semester (0023) Examination**

**0875**

**MARKETING MANAGEMENT**

**(BBA : 203)**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Note :-** Attempt any *four* questions from Section-A. Each question carries 5 marks. Attempt *two* questions each from Section-B and Section-C. Each question carries 15 marks.

**Section-A**

1. Differentiate Market/Marketing.
2. Write a brief note on packaging.
3. Explain the tools of publicity.
4. Define the term Marketing Mix.
5. Differentiate Advertising/Sales Promotion.
6. Direct Marketing.

**Section-B**

7. What is a marketing concept ? Is it evolutionary or revolutionary in nature ? Discuss.

**A-101**

( 1 )

Turn Over

8. What are the important functions to be performed in the process of marketing ?
9. Define the term Marketing Research. Discuss the various benefits and limitations of undertaking marketing research.
10. What basis are genetically used in segmenting the market ? Discuss.

### **Section-C**

11. What do you understand by Intermediatories ? Explain the types of intermediatories.
12. What is physical distribution ? Explain its role in modern marketing.
13. What is promotion and promotion mix ? Discuss the various factors that determine the promotion mix.
14. What do you mean by term price/pricing ? What factors influence pricing ?