

(i) Printed Pages : 2 Roll No.

(ii) Questions : 9 Sub. Code :

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Bachelor of Business Administration 3rd Semester

(2122)

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

(Each question carries 5 marks)

1. Answer any **FOUR** of the following :—

- (a) What is Green Marketing ?
- (b) List down the steps in new product development process.
- (c) Outline various packaging decisions.
- (d) What is Direct Selling ?
- (e) What is packaging ?
- (f) What is Indoor advertising ?

SECTION—B

(Each question carries 15 marks)

2. You are going to market to purchase a new Jacket for attending a friend's wedding. What factors would you keep in mind while buying the Jacket ?
3. Suggest the STP strategy to a new FMCG company that wants to introduce a new set of herbal toothpastes. Also give justification for choosing such strategy.
4. Explain the traditional and modern concepts of marketing.
5. Explain in detail the steps involved in marketing research process.

SECTION—C

(Each question carries 15 marks)

6. What is the relevance of Customer relationship management in today's marketing environment ?
7. Explain in detail the different types of distribution channels. Also discuss their benefits and limitations.
8. Discuss different pricing policies and strategies.
9. Suggest a promotion mix for a new cosmetics company that wants to introduce a new set of lipsticks. Also give reasons for suggesting such promotion mix.