

S.No. : 341

BBA3302

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 37114

Roll
No.

1	2	2	0	6	7	5	1	1	1
---	---	---	---	---	---	---	---	---	---

BBA Examination 2023-24

(Odd Semester)

MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION-A

1. Attempt all parts :

$1 \times 8 = 8$

- (a) Define marketing environment.
- (b) Explain marketing mix.
- (c) What is brand?
- (d) Define product.
- (e) Explain marketing channels.
- (f) What is positioning?

[P. T. O.]

- (g) What is brand repositioning?
- (h) Explain advertisement.

SECTION – B

2. Attempt any two parts of the following questions.

6×2=12

- (a) Discuss the factors affecting marketing environment.
- (b) Define market segmentation along with its types.
- (c) Define sales promotion and its tools.
- (d) Explain the nature of marketing channels with its functions and roles.

SECTION – C

Note:- Attempt any two parts from each question . All part carry equal marks.

8×5=40

3. (a) Discuss the nature, scope and concepts of marketing.
- (b) Define the importance of strategic marketing.

- (c) What is product? Discuss the role and classification of products.
4. (a) Describe the characteristics and strategies use in each stage of product life cycle.
- (b) Define targeting strategies in marketing.
- (c) Define product mix. What are the factors that influence product mix?
5. (a) Define brand. Suggest the characteristics of a good brand.
- (b) Discuss brand re-positioning strategies with the help of suitable example.
- (c) What is product positioning? Explain various position strategies.
6. (a) What is product line? Define the branding by giving suitable example.
- (b) Differentiate between advertisement, promotion and media planning.
- (c) What are the factors that affect a pricing decision? Describe pricing methods.
