

Paper Code: BBA3302  
School of Management, BBD University  
Sem:III  
Program: IMBA  
First Sessional Test Paper Odd Sem (2023-24)  
Subject: MARKETING MANAGEMENT  
Max. Marks: 30  
Time: 60 Minutes

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following:

[5\*1 = 5]

- a) Define 2 concepts of marketing.
- b) What is market segmentation?
- c) Define product.
- d) Define branding.
- e) Define market positioning of a product.

SECTION-B

Q.No.2. Attempt *any Two* of the following:

[7.5\*2 = 15]

- a) Explain customer value and satisfaction.
- b) What is product positioning and its types?
- c) Define product mix.
- d) What are the various classifications of a products in market?

SECTION-C

Q. No. 3. Attempt *any One* of the following:

[10\*1 = 10]

- a) Define marketing environment in detail.
- b) Explain the phases of a product life cycle with the help of a suitable example.
- c) Write short notes on:
  - a. Challenges faced by brands.
  - b. Market targeting.
  - c. Difference between market targeting and positioning.
  - d. Product level hierarchy.