

BBA FOURTH SEMESTER
PAPER CODE-402
SUBJECT- MARKETING MANAGEMENT

UNIT-I

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| <u>QUESTION-1</u> | what is marketing management? Write its concept. |
| <u>QUESTION-2</u> | what is concept of integrated marketing? |
| <u>QUESTION-3</u> | what are the functions of marketing management? |
| <u>QUESTION-4</u> | “marketing segmentation is an essential part of business “Explain in detail |
| <u>QUESTION-5</u> | write the evolution of marketing concept. |

UNIT –II

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| <u>QUESTION-1</u> | what is consumer behavior? Explain in detail. |
| <u>QUESTION-2</u> | what is buying behavior concept? Write its all aspects. |
| <u>QUESTION-3</u> | what is motivational research? How it is different from research? |
| <u>QUESTION-4</u> | what is ethical marketing? Explain with certain example. |
| <u>QUESTION-5</u> | writes the objectives of ethical marketing .also discuss its benefits to society. |

UNIT-III

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| <u>QUESTION-1</u> | what is product planning? Write its objectives for product management. |
| <u>QUESTION-2</u> | what are the importance of a product? Explain in detail. |
| <u>QUESTION-3</u> | Explain the product line. Write its importance in product management |
| <u>QUESTION-4</u> | what is product life cycle? Explain its all steps by citing an example. |
| <u>QUESTION-5</u> | what are the components which are used for product management. |

UNIT-IV

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| <u>QUESTION-1</u> | what is product pricing write its concept with one example. |
| <u>QUESTION-3</u> | what are the pricing policies? Which are used for product pricing. |
| <u>QUESTION-4</u> | writes the methods of price determination. |
| <u>QUESTION-5</u> | “price is essential elements for organization an organization must take care of it” comment on it. |

UNIT-V

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| <u>QUESTION-1</u> | what is distribution management? Explain its concept. |
| <u>QUESTION-2</u> | what does it mean of channel of distribution? Write its objectives. |
| <u>QUESTION-3</u> | Give the classification of distribution channels in detail. |
| <u>QUESTION-4</u> | what are the types of intermediaries? Explain |
| <u>QUESTION-5</u> | what are the channel policies? Explain with one example. |

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