



End Term (Even) Semester Examination May-June 2025

Roll no.....

Name of the Program and semester: **BBA-II**
Name of the Course: **Marketing Management**
Course Code: **BBA-202**

Time: **3 hour**

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1. (2X10=20 Marks)

- a. Discuss the components of the Marketing Mix. How does the 7Ps model extend the traditional 4Ps? **CO-1**
- b. Analyze the internal and external marketing environment for a retail clothing brand. **CO-4**
- c. How do modern marketing concepts differ from traditional marketing approaches? What is called internal marketing? Explain with examples. **CO-1**

Q2. (2X10=20 Marks)

- a. Define consumer behavior. How does consumer buying behavior differ from industrial buying behavior? **CO-1**
- b. Explain the five stages of the consumer decision-making process with a relevant example. **CO-2**
- c. What are the major factors influencing consumer behavior in India? **CO-1**

Q3. (2X10=20 Marks)

- a. A company manufacturing energy drinks wants to target college students. Propose a segmentation, targeting, and positioning (STP) strategy for them. **CO-3**
- b. Define product mix. How does a company manage its product line and depth? **CO-2**
- c. What are the stages of the New Product Development (NPD) process? Explain with an example. **CO-1**

Q4. (2X10=20 Marks)

- a. Describe the Product Life Cycle (PLC). Suggest suitable marketing strategies for each stage. **CO-2**
- b. A start-up is launching a new eco-friendly detergent. Discuss the pricing strategy they should adopt, considering cost, competition, and customer perception. **CO-3**
- c. Discuss Promotion Mix. Explain the role of advertising and sales promotion in consumer awareness. **CO-3**

Q5. (2X10=20 Marks)

- a. A new FMCG brand wants to penetrate rural markets. Design a promotion and distribution strategy suitable for these regions. **CO- 5**
- b. Analyze how companies use green marketing and social marketing to appeal to environmentally and socially conscious consumers. Give examples. **CO-4**
- c. "A small firm with a low promotional budget should not go for digital marketing; instead, the company should focus more on conventional promotion campaigns.". Evaluate and discuss the statement. **CO-5**