

(Please write your Exam Roll No.)

Exam Roll No. 35921201718

END TERM EXAMINATION

THIRD SEMESTER [BBA] Nov- Dec 2019

Paper Code: BBA -203

Subject: Marketing Management
(Batch 2017 onwards)

BBA (B&J)-203

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Differentiate between marketing and selling. Explain the concept of social marketing for a consumer durable company in India.
- Q2 What is positioning? Why it is important part of marketing strategy? explain any five basis that can be used by marketers for positioning of brands.
- Q3 Distinguish between the following:
- a) Optional product pricing and Captive product pricing
 - b) Product line pricing and Product bundle pricing
- Q4 Summarize various implications of PLC on marketing strategies. What are the risks associated with test marketing?
- Q5
- a) How do you manage channel conflict?
 - b) What is distribution mix? How is it related to promotion mix?
- Q6 Write a detail note on supply chain management.
- Q7 "Marketers use an array of tools for the purpose of communicating and promoting their products and services." In the light of the above statement, explain the concept of promotion mix and its various components.
- Q8 You are a marketing expert. A new company asked for your advice as to whether they should go in or for family branding strategy or individual branding strategy. Give your advise with proper reasons.

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THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA/BBA(B&I)-203

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain Marketing Process? What are different marketing Philosophies and which one is the latest out of these? Do you agree with that philosophy of marketing? (15)
- Q2 (a) Explain the concept of marketing mix? (7.5)
(b) Explain the steps in consumer decision making. (7.5)
- Q3 (a) Explain product life cycle? (7.5)
(b) What factors are taken into consideration at the time of taking pricing decisions? (7.5)
- Q4 (a) What do you mean by Product Mix Decisions? What steps are involved in New Product Development Process? (7.5)
(b) What branding alternatives are available to the firm? (7.5)
- Q5 What factors are taken into consideration at the time of designing the marketing channel Discuss them. How levels of channel differ for industrial vs Consumer goods. Give examples. (15)
- Q6 (a) What are the Challenges and issues involved in motivation and evaluation of Channel Intermediaries? (7.5)
(b) Write a short note on importance of logistics and supply chain Management in marketing. (7.5)
- Q7 Differentiate between:-
(a) Push Vs Pull strategy (7.5)
(b) Transaction Vs Relationship selling (7.5)
- Q8 Explain types, advantages and challenges in digital marketing. Give examples. (15)

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THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2017

Paper Code: BBA 205

Subject: Marketing Management

BBA(TTM) 205

BBA(B&I) 205

BBA(MOM) 205

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions including Q.No. 1 which is compulsory.

- Q1. Briefly attempt **any five** of the following: (5x3=15)
- a) Distinguish between marketing and selling.
 - b) Explain the benefits and dangers of a concentrated targeting strategy.
 - c) Distinguish between concept testing and test marketing stages of the new product development process.
 - d) What is meant by product mix width and product line length? Give examples.
 - e) Explain the members of a typical supply chain.
 - f) Distinguish between a push and a pull strategy in marketing.
 - g) What are the advantages of direct marketing? List any three forms of direct marketing.
- Q2. What is positioning and why is it an important part of marketing strategy? Explain any five basis that can be used by marketers to position their brands. Give suitable examples. (15)
- Q3. a) Discuss the advantages and drawbacks of a cost-based versus a demand based approach to setting prices. (7.5)
- b) Explain price bundling, captive product pricing and loss-leader pricing? Use examples to illustrate. (7.5)
- Q4. Explain how product strategies and distribution will differ during the various stages of the product life cycle. (15)
- Q5. "Market intermediaries improve the effectiveness and efficiency of a marketing system". Discuss. (15)
- Q6. a) What are the objectives of an effective logistics system? (7.5)
- b) Is advertising a waste of consumer's money? Justify your viewpoint. (7.5)
- Q7. Discuss the advantages and limitations of personal selling as a promotional tool. In which situations would you recommend its use? (15)
- Q8. Write short notes on **any two** of the following: (7.5x2=15)
- a) Psychographic segmentation
 - b) Sales promotion techniques aimed at consumers
 - c) Factors influencing media selection

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THIRD SEMESTER [BBA] DECEMBER 2015

Paper Code: BBA-205

Subject: Marketing Management

BBA(TTM)-205

BBA(B&I)-205

BBA(MOM)-205

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 What is Marketing Concept? Discuss the pillars of Marketing Concept. Is it different from Marketing Myopia? Justify your answer. How is it different from Selling Concept? Discuss. (15)
- Q2 Marketing starts with STP. Do you agree? Explain in brief STP taking an example of any product under focus. (15)
- Q3 What are the Micro and Macro Environmental variable of Marketing Environment? How these environmental factors influence Marketing Mix of any Company? (15)
- Q4 What is Product Mix? Illustrate with the help of flow diagram taking the case HUL. How product innovation, diffusion takes place in the market place. Illustrate with an example of CFL. (15)
- Q5 What factors are taken into consideration at the time of designing Marketing Channels? Discuss them. How levels of channel differ in case of consumer v/s Industrial products? Give examples. (15)
- Q6 What is Promotion Mix? What promotion mix you suggest for detergent manufacturer when marketing in Urban area vis-a-vis in rural areas? Which strategy Push v/s pull is recommended in case of urban areas vis-a-vis rural areas? Justify your answer with examples. (15)
- Q7 What are the pricing Techniques used by marketers of Retail products to remain competitive in market. What are Price and Non Price factors of Competition? Discuss with examples. (15)
- Q8 Write notes on the following:- (2x7.5=15)
(a) Contemporary Methods of Distribution of Products and Services.
(b) How to extend maturity phase of Products Life Cycle Strategies used

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END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2012

Paper Code: BBA205

Subject: Marketing Management

BBA(B&I)205

BBA(TTM)205

BBA(MOM)205

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry 15 marks each.

- Q1 (a) What are the ways of Segmentation and Targeting the markets?
(b) Segment the markets for (i) Toothpaste (ii) Educational Services.
- Q2 (a) What is the process of New Product Development? Give steps involved.
(b) What is Innovation-Diffusion process?
- Q3 What are Price and Non Price Factors in setting prices of product? Explain various techniques of setting prices.
- Q4 (a) What is Promotion Mix? Give a brief explanation of each element.
(b) What sales promotion methods can be used to increase the footfalls and convert these footfalls into actual customers in case of retail organization?
- Q5 (a) What are Pull v/s Push Strategy? For what types of products each is used? Give examples.
(b) What are various types of Media of Advertising?
- Q6 (a) What are channel strategies? Give example to illustrate them.
(b) What is Dual Distribution and why is it used these days?
- Q7 What are the various activities involved in Logistics and Supply Chain Management? What is 7R Concept of Logistics?
- Q8 Write notes on the following:-
(a) Personal Selling Process – steps involved.
(b) Factors important in Channel Selection.

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END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2012

Paper Code: BBA205

Subject: Marketing Management

BBA(B&I)205

BBA(TTM)205

BBA(MOM)205

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry 15 marks each.

- Q1 (a) What are the ways of Segmentation and Targeting the markets?
(b) Segment the markets for (i) Toothpaste (ii) Educational Services.
- Q2 (a) What is the process of New Product Development? Give steps involved.
(b) What is Innovation-Diffusion process?
- Q3 What are Price and Non Price Factors in setting prices of product? Explain various techniques of setting prices.
- Q4 (a) What is Promotion Mix? Give a brief explanation of each element.
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- Q8 Write notes on the following:-
(a) Personal Selling Process – steps involved.
(b) Factors important in Channel Selection.

END TERM EXAMINATION

THIRD SEMESTER [BBA/BBA(B&I)/BBA(TTM)/BBA(MOM)] DECEMBER-2011

Paper Code: BBA(B&I)/(TTM)/(MOM)205

Subject: Marketing Management

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss various concepts of Marketing. Why Marketing is gaining importance in today's competitive environment?
- Q2 (a) What are the bases used to segment markets for:-
(i) TV
(ii) Mobile Phones
(iii) Toothpaste
(b) What are the various ways that can be used for positioning the product?
- Q3 (a) Explain with examples Product Innovation and Diffusion Process.
(b) What are the various stages involved in New Product Development?
- Q4 What factors are kept in mind in Selecting Channel of Marketing? What are various types of channel strategy used by marketers?
- Q5 Discuss Push v/s Pull Strategy. What factors are kept in mind at the time of selecting a Media for Advertising? Discuss in brief.
- Q6 What are the various factors to be kept in mind while designing Pricing Strategies? Discuss in brief various Pricing Techniques.
- Q7 What are the various types of Sales Promotion Schemes used by Marketers for Consumers and Traders? How Publicity and Public Relations are different? Give suitable examples.
- Q8 Write notes on the following:-
(a) Marketing Strategies used at "Maturity" and "Growth" Stage of Product Life Cycle.
(b) What are the activities as a part of Marketing Logistics and Supply Chain Management?

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END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2010

Paper Code: BBA/ TTM 205

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. (a) How Marketing is different from selling. Give importance of marketing in today's world.
(b) What are different Marketing Philosophies? Give examples to illustrate them.
- Q2. (a) What are the bases of market segmentation in case of following:
(i) Watches
(ii) Toothpaste
(iii) Washing Machine
(iv) Shoes
(b) What are the ways of positioning? In what way positioning differs in case of FMCG and SMCG? Give example to illustrate your answer.
- Q3. (a) What is Product Innovation and diffusion process in the field of marketing? Take the case of CFL's and illustrate the process and stages involved.
(b) What Marketing strategies would you recommend for maturity phase of PLC?
- Q4. (a) What are price and non price factors in setting prices?
(b) Give various pricing techniques to determine the prices of product?
- Q5. (a) What are the activities involved as a part of physical distribution? Explain them in brief.
(b) What is 7R concept in logistics?
- Q6. (a) What are channel strategies? Illustrate them with example.
(b) What are modern channels of distribution used these days? Explain them in brief with suitable examples.
- Q7. (a) Explain the process of personal selling by giving examples at each stage of the process.
(b) What is Push V/s Pull strategy?
- Q8. Write note on:
(a) Factors important in selecting media for advertising.
(b) Promotion Mix.
