

**G-1836**

**Bachelor of Business Administration  
(IV<sup>th</sup> Semester) Examination,  
May-June, 2023**

**MARKETING MANAGEMENT**

**(117)**

*Time Allowed : Three Hours*

*Maximum Marks : 90*

**Note :** Answer all five questions. One question from each unit is compulsory. All questions carry equal marks.

**UNIT-I**

**Q. 1.** Define Consumer behaviour and describe its relevance in marketing decision-making.

**G-1836**

**P.T.O.**

**(2)**

**OR**

Why is it necessary to understand the marketing environment? What are controllable and uncontrollable marketing environments?

**UNIT-II**

**Q. 2.** What is Marketing Mix? Explain the factors affecting Marketing Mix.

**OR**

What is the importance of brand? Explain various functions of branding.

**UNIT-III**

**Q. 3.** What is meant by Pricing? Elaborate on the methods of setting prices of a commodity.

**G-1836**

**(3)**

OR

What are the objectives of promotion and what are the factors taken into consideration in the selection of any tool of promotion ?

**UNIT-IV**

**Q. 4.** What do you mean by channel of distribution ?

What factors influence the selection of distribution of channels ?

OR

Write short notes on the following :

(a) Agency

(b) Retailing and wholesaling

**(4)**

**UNIT-V**

**Q. 5.** What do you mean by Marketing Research ?

Discuss its scope and importance in business.

OR

Why do business organizations have marketing information system ? Explain its importance in modern business.