

Roll No.

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**Bachelor of Business Administration
(Fourth Semester)
EXAMINATION, May - June, 2022
Marketing Management
(117)**

Time : Three Hours]

[Maximum Marks:90

[Minimum Pass Marks:32

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

Unit - I

1. Define marketing and write Nature, scope and concept of marketing.

OR

Explain Decision making process in buying in detail.

Unit - II

2. Explain market segmentation and write importance of market segmentation. Describe various variable used to segment market.

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OR

Write a note on the following-

- (A) Marketing Mix
- (B) Target marketing and Product positioning

Unit - III

3. What are the different methods of setting prices. Explain it and write various factor influencing pricing policy.

OR

Write a note on the following:

- (A) Pricing decisions
- (B) Sales promotion

Unit - IV

4. Explain marketing channel in detail. Describe different types of Intermediaries of marketing channels.

OR

Write a note on the following:

- (A) Distributing Agency
- (B) Retailing and wholesaling

Unit - V

5. Explain marketing research and write its process, need and scope.

OR

"Management Information System can drive a company to a favourable height". Explain it in detail.

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