

**B.B.A. Part-II (Semester-III) (CBCS) Examination**  
**BBA-302**  
**MARKETING MANAGEMENT**

Time : Three Hours]

[Maximum Marks : 80]

**Note :— All questions are compulsory.**

**SECTION—A**

1. Marketing is a \_\_\_\_\_ process.
 

|                   |                  |
|-------------------|------------------|
| (a) Goal oriented | (b) Exchange     |
| (c) Social        | (d) All of these |
2. The factors that affect marketing policies, decisions and operations of a business :
 

|                       |                           |
|-----------------------|---------------------------|
| (a) Marketing mix     | (b) Marketing environment |
| (c) Marketing control | (d) None of these         |
3. Anything that has the ability to satisfy a consumer need is known as \_\_\_\_\_.
 

|             |               |
|-------------|---------------|
| (a) Price   | (b) Package   |
| (c) Product | (d) Promotion |
4. \_\_\_\_\_ brands indicate only the product category.
 

|             |                |
|-------------|----------------|
| (a) Dealer  | (b) Licensed   |
| (c) Generic | (d) Individual |
5. The only revenue producing element in the marketing mix is :
 

|             |               |
|-------------|---------------|
| (a) Product | (b) Price     |
| (c) Place   | (d) Promotion |
6. Setting price on the basis of the demand for the product is known as \_\_\_\_\_.
 

|                               |                          |
|-------------------------------|--------------------------|
| (a) Cost based pricing        | (b) Demand based pricing |
| (c) Competition based pricing | (d) Value based pricing  |
7. \_\_\_\_\_ are the retailers who have no fixed place of business.
 

|                           |                         |
|---------------------------|-------------------------|
| (a) Large scale retailers | (b) Itinerant retailers |
| (c) Small scale retailers | (d) None of these       |
8. Transport system creates \_\_\_\_\_ .
 

|                      |                  |
|----------------------|------------------|
| (a) Place utility    | (b) Time utility |
| (c) Customer utility | (d) All of these |

9. What is the primary goal of advertising ?  
 (a) To maximize short term sales  
 (b) To build brand awareness and influence consumer behaviour  
 (c) To reduce production costs  
 (d) To conduct market research
10. Which of the following is NOT a Common/Traditional advertising medium ?  
 (a) Television (b) Radio  
 (c) Email marketing (d) In-store displays 10×2=20

**SECTION—B**

1. (A) Explain the concept and nature of market. 4

**OR**

- (B) Explain the scope and objectives of marketing management. 4

2. (A) What do you mean by product ? Explain the types of products with suitable examples. 4

**OR**

- (B) What do you mean by product mix ? 4

3. (A) What are the objectives of pricing policy of a business firm ? 4

**OR**

- (B) What is meant by pricing ? Why is pricing a very important element of marketing mix ? 4

4. (A) Define the marketing channels. 4

**OR**

- (B) What is the role of retailers and wholesalers in distribution ? 4

5. (A) Explain the concept of promotional mix. 4

**OR**

- (B) Discuss the objectives of Advertising. 4

**SECTION—C**

1. (A) What is meant by marketing mix ? What are the various elements of marketing mix ? Discuss with suitable examples. 8

**OR**

- (B) Discuss the importance of market segmentation in marketing decisions and explain the basic types of market segmentation. 8

2. (A) Critically examine the product mix strategies with suitable examples. 8

**OR**

(B) What is meant by brand ? What are the various branding decisions which must be kept in mind before branding any product ? 8

3. (A) Discuss the various methods that firms use to set the prices of their products. 8

**OR**

(B) As a president of a newly established Laptop Company, you must decide between a penetration or skimming pricing policy. Explain the factors you would consider in making your choice. 8

4. (A) What types of distribution channels are available to a manufacturing company ? Explain with suitable examples. 8

**OR**

(B) What factors influence the selection of channels for distribution of the following products :

- (a) Soft drinks
- (b) Cosmetics. 8

5. (A) Three major tools of mass market promotion are advertising, publicity and sales promotion. Discuss the specific promotion functions of each of these tools. 8

**OR**

(B) Differentiate between the following :

- (a) Advertising and publicity
- (b) Advertising and salesmanship. 8