

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 ?
- To maximize short term sales
 - To build brand awareness and influence consumer behaviour
 - To reduce production costs
 - To conduct market research
10. Which of the following is NOT a Common/Traditional advertising medium ?
- Television
 - Radio
 - Email marketing
 - 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