

Roll No.....

Total Pages: 3
14309

BBA/M-18
MARKETING MANAGEMENT
Paper: BBA-211

Time: Three Hours

Maximum Marks: 80

Note: Attempt five questions including No. 1 which is compulsory. All questions carry equal marks.

Compulsory Question

1. Write short notes on the following :
 - (a) Market Segmentation
 - (b) Buyer Behaviour
 - (c) Types of Brands
 - (d) Kinds of Distribution Channels
 - (e) Public Relations in Marketing
 - (f) Marketing Organisations.
2. Define Marketing. What are its objectives? Bring out the importance of marketing.
3. Define Marketing Information System. Illustrate and explain its components.
4. What are different stages of 'Product life-cycle'? Discuss the utility of Productlife cycle to a marketing manager.
5. What factors do affect the price determination of a product? Briefly explain the process of price setting in practice.
6. Define physical distribution management. Discuss the decision areas in the management of physical ditribution.
7. "Money spent on Advertising is an investment or waste". Examine this statement.
8. Define Marketing Research Explain the marketing research process.