

Roll No.....

Total Pages: 3  
**14304**

**BBA/M-17**  
**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. Explain the following:
  - (a) Concept of Need, exchange and transaction in context of marketing.
  - (b) Product Levels.
  - (c) Demand States and Marketing Tasks.
  - (d) Components of Promotion Mix.
  - (e) Concept of Product Life Cycle.
  - (f) Sales Promotion and its advantages.
2. Explain the various stages of buying decision process with relevant examples.
3. What are the bases of effective segmentation? Discuss various behavioural criteria for segmentation with relevant examples.
4. Discuss the concept of new product development. Discuss various stages of new product development process.
5. Discuss the element of pricing mix. Elaborate the procedure of setting a price for a product.
6. Discuss the role and importance of advertising in marketing.
7. Define the concept of market information system. What are its components? What are the advantages of marketing information system?
8. Discuss the role and importance of distribution channels. Describe various levels of distribution.