

Roll No.

14117

BBA/M-14
MARKETING MANAGEMENT
Paper: BBA-211

Time : Three Hours]

[Maximum Marks : 80

Note: Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

1. Compulsory Question

Explain the following :

- (a) Modern marketing concept.
 - (b) Geographical segmentation.
 - (c) Target Marketing.
 - (d) Co-branding.
 - (e) Promotion mix.
 - (f) Direct marketing.
2. What is Marketing? Examine the role and importance of marketing in the current business scenario.
3. Discuss STP (segmenting, targeting and positioning) approach to marketing with a suitable example.
4. Explain the various steps in Marketing research process.
5. Explain the stages in the Consumer buying decision process.
6. Discuss the role and importance of new product development. Explain the various stages of new product development with an example.
7. Explain the factors influencing Pricing decisions.
8. What is Personal selling? Discuss the process of personal selling.