

Roll No.....

Total Pages: 3

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BBA/M-15

MARKETING MANAGEMENT

Paper-BBA-211

Time allowed: 3 hours]

[Maximum marks: 80

Note: Attempt **Five** questions in all. Selecting at least one question from each Unit. Question No.1 is compulsory. All questions carry equal marks.

Compulsory Question

1. Explain the following:
 - (a) Concept of Demand
 - (b) Behavioural Segmentation
 - (c) Reusable Packaging
 - (d) Psychological pricing
 - (e) Teleshopping
 - (f) Vertical Marketing System.
2. Explain the importance of current demographic trends to the Marketing managers.
3. Explain the components and importance of 'Marketing Mix'
4. What are the necessary steps to conduct Marketing research?
5. How do firms create new products and Services?
6. Define Pricing. Discuss the procedure to be used for setting the Price of a product.
7. Discuss the various types of advertising with their relative merits and demerits.
8. Define the types of channel intermediaries and describe their functions and activities.