

BBA/M-16  
MARKETING MANAGEMENT  
PAPER-BBA-211

Time Allowed: 3 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) Components of product mix.
  - (b) Branding and elements of branding.
  - (c) Personal selling – concept and importance.
  - (d) Technological environment variables affecting marketing.
  - (e) Concept of positioning.
  - (f) Role and importance of marketing research.
2. Discuss various factors affecting consumer buying behaviour.
  3. Discuss the concept of product life cycle. What are the various strategies to chosen by marketer during difference stages of product life cycle ?
  4. Discuss the role and importance of packaging decisions in marketing.
  5. Discuss the role and importance of sales promotion. Explain any four tools of sales promotion with their merits.
  6. Discuss the role and importance of direct marketing as a marketing communication tool.
  7. What do you mean by retailing? What are the functions of retailer? Explain the types of retailers.
  8. Define marketing control. Describe the different types of marketing control.