

Roll No.

Total Pages : 2

301302

December 2022
BBA - III SEMESTER
Marketing Management (BBA-GEN-302)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

- 1. It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
- 2. Answer any four questions from Part-B in detail.*
- 3. Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

- (a) Marketing Environment. (1.5)

(b) New product development. (1.5)

(c) Target marketing. (1.5)

(d) Example of Positioning. (1.5)

(e) Marketing research. (1.5)

(f) Penetration pricing. (1.5)

(g) Packaging decisions. (1.5)

(h) Sales promotion. (1.5)

(i) Publicity. (1.5)

(j) Customer relationship marketing. (1.5)

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PART-B

2. (a) What is the difference between marketing and sales give suitable examples? (10)
(b) What is marketing mix? (5)
 3. (a) What is marketing information system? (5)
(b) Explain the concept of segmenting, targeting and positioning give suitable real time examples. (10)
 4. Explain product life cycle by giving suitable example in at least two product categories. (15)
 5. (a) Discuss different type of pricing decisions. (5)
(b) Discuss different types of branding decisions. (10)
 6. Explain Supply chain management in detail. (15)
 7. Explain promotion mix in detail. (15)
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