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Total Pages : 2

**301302**

**Jan. 2022**

**BBA (GEN) - III SEMESTER**

**Marketing Management (BBA-GEN-302)**

Time : 90 Minutes]

[Max. Marks : 25

*Instructions :*

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

**PART-A**

1. (a) Product concept. (1)
- (b) Production concept. (1)
- (c) Determinants of consumer behaviour. (1)
- (d) Industrial Purchase Decision Process. (1)
- (e) Positioning. (1)
- (f) Product Line. (1)
- (g) Labelling. (1)
- (h) Packaging. (1)

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- (i) Supply Chain Management. (1)
- (j) Warehousing. (1)

### **PART-B**

- 2. (a) What are the criteria used for the market segmentation. (3)
  - (b) Define Customer Relationship Marketing. (2)
  - 3. (a) Briefly tell integrated concept of marketing. (2)
  - (b) Write the elements of Marketing Information System. (3)
  - 4. Elaborate the concept of marketing mix. (5)
  - 5. (a) Write the steps of new product development. (3)
  - (b) List out elements of promotion mix. (2)
  - 6. (a) Compare retailing with wholesaling. (2)
  - (b) List the stages of product life cycle. (3)
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