

Roll No.

Exam Code : J-19

Subject Code—0590

B.B.A. (Second Year) EXAMINATION

(Batch 2009 to 2017)

MARKETING MANAGEMENT

BBA-203

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. Discuss the concept and nature of marketing.
2. What do you mean by market segmentation ?
3. What is product mix ? What are length, breadth and depth of product mix ?
4. What is price-sensitivity ?
5. What are major branding decisions ?

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6. Discuss e-retailing.
7. What criteria can be used for organising for marketing function ?
8. Describe marketing control.
9. Discuss consumer decision-making process.
10. What changes Indian marketing have undergone in last 2-3 decades ?

Section B

Note : Attempt all the questions.

11. Discuss in detail different philosophies of marketing highlighting their relevance in current scenario.

Or

Why marketers need to keep a close watch on marketing environment ? What are major dimensions of marketing environment ? **12**

12. Describe the process of new product development. What decisions need to be taken at the stage of product launching ?

Or

What factors affect pricing decision ? Discuss different pricing strategies. **12**

13. Write a detailed note on different promotional tools highlighting their respective advantages and limitations.

Or

- (a) What functions are performed by distribution channel ?
- (b) Discuss the process of exporting. **11**