

Roll No.

Exam Code : J-19

Subject Code—0767

B.B.A. (Second Year) EXAMINATION

(For 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 nature and importance of marketing.
2. What do you mean by brand positioning ?
3. What is product mix ? Discuss length, breadth and depth of product mix.
4. What branding decisions have to be made by a marketer ?

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5. Distinguish between advertising and publicity.
6. What are different forms of sales promotions ?
7. What factors affect structure of marketing organisation ?
8. What do you mean by market segmentation ?
9. Do marketers need to design different strategies for different stages of product life-cycle ?
10. What are the current trends in marketing ?

Section B

Note : Attempt all the three questions from this Section. Internal choice has been given in case of all the three questions.

11. Write a detailed note on marketing environment. Why marketers need to keep a watch on ever-changing marketing environment ? **12**

Or

Describe consumer decision-making process.
What factors influence consumer behaviour ?

12. Why 'price' is supposed to be a crucial element of marketing mix ? Discuss different pricing strategies. **12**

Or

What are different distribution strategies ? What factors have to be kept in mind while designing distribution strategy ?

13. Compare and contrast advertising and publicity. What are their respective advantages and limitations as promotional tools ? **11**

Or

- (a) Define marketing control. What are different tools of marketing control ?
- (b) Describe the process of exporting.