

Roll No.

Exam Code : J-19

Subject Code—0774

B. B. A (Second Year) EXAMINATION

(Batch 2018 Onwards for Lateral Entry)

MARKETING MANAGEMENT

BBA-203

Time : 3 Hours

Maximum Marks : 70

Note : Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory.

1. Write short notes on the following :

- (a) Types of label in labelling decision
- (b) Marketing information system
- (c) Holistic marketing concept
- (d) Product mix decisions with example
- (e) Price skimming strategy
- (f) Publicity as an element of promotion mix
- (g) Classification of product.

Unit I

2. Define Marketing. Explain the difference between marketing and selling.
3. Discuss in detail the marketing process.

Unit II

4. What do you mean by consumer behaviour ? Explain the various factors influencing consumer behaviour.
5. What is Segmentation ? Explain the various levels of segmentation.

Unit III

6. Elaborate the product life-cycle with strategies involved at each stage.
7. Discuss the various factors influencing the pricing decisions.

Unit IV

8. Discuss in detail the scenario of retailing in India.
9. What do you mean by CRM ? Explain the various ways of developing CRM.