

Roll No.

BBA-304(N)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2017**

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Inst. : The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Each question carries 3 marks.

1. (A) Objectives of Marketing.
- (B) Marketing Process.
- (C) Marketing Functions.
- (D) Suggest the reason why we purpose.
- (E) Core concepts in Marketing.
- (F) Objectives of promotion.

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- (G) 70s used in Marketing.
- (H) What are the ways through which marketers create expectations for purchase ?
- (I) Importance of Branding.
- (J) Definition of Marketing Mix as described by J. F. McCarthy.

Section—B

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 2. Segmentation helps in choosing prospective customers so write :
 - (a) Ways of segmentation
 - (b) Criteria of segmentation
- 3. Write in detail the necessary ingredients of product personality and suggest how these ingredients help in attracting customers.
- 4. "Prof. Theodor Levitt, has suggested phases through which a product born." Explain each of them.
- 5. Write in detail about :
 - (a) Pricing objectives
 - (b) Factors used in selling price of a product or services

Section—C

(Long Answer Type Questions)

Note : Attempt any *two* questions. Each question carries 10 marks.

- 6. Cost, demand and competition there are three important bases used in selling prices so write the pricing method based upon those.

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- 7. Write in detail about 5 MS of Advertisement.
- 8. Write short notes on the following :
 - (a) Offers, schemes used in sales promotion
 - (b) Characteristics of a salesperson
- 9. Suggest how a Marketer understands the factors of consumers which compel them to purchase.

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