

Roll No. 0201956

BBA-304(N)

B. B. A. (Third Semester)

EXAMINATION, Nov./Dec., 2018

(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) Core Concepts in Marketing

(B) Marketing Myopia

(C) Societal Marketing

(D) Pricing strategies

(E) Repositioning

(F) Why Marketer requires Marketing Research ?

- (G) Vertical Marketing System
- (H) Genesis of Products as by T. Levitt.
- (I) How many GAPS are filled by marketing intermediaries in between Marketer and Customer ?
- (J) Suggest how MIS play its role in a Consumer durable firm.

Section—B

(Long Answer Type Questions)

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

2. Define the following terms with explanation :
 - (a) Bases of segmentation
 - (b) Criteria's for choosing a segment
 - (c) Importance of segmentation in Marketing
3. D. F. Abell suggested *five* patterns for choosing the target market. Explain each of them with suitable examples.
4. Write in detail about Product personality factor.
5. Suggest with examples how different marketing channels (traditional and modern) helps the marketer in reducing the quality, knowledge, time, distance gap.

Section—C

(Long Answer Type Questions)

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

6. Write the importance of pricing in Marketing in context of its (a) Objectives (b) Factors (c) Methods adopted to set the price on the basis of cost, demand and competition.

7. Sales promotion is performed by *either* PUSH *or* PULL factors, write a detailed note on various types of these factors.
8. "Consumer behaviour is shaped by intrinsic and extrinsic factors." Suggest, how modern marketer are using these factors in shaping consumer behaviour.
9. Write notes on the following :
 - (a) Buying roles
 - (b) Buying methods
 - (c) Buying motives
 - (d) Buying Process