

**B.B.A. Part-II Examination**  
**MARKETING MANAGEMENT**

Time : Three Hours]

[Maximum Marks : 80

**Note** :— (1) Attempt **all** five questions.

(2) All questions carry equal marks.

1. (a) Marketing of services plays an important role in developing economy. Discuss. 16

**OR**

- (b) Explain the concept of marketing. Also explain the difference between marketing and selling. 16
2. (a) Explain the importance of marketing planning. 4
- (b) What are the objectives of marketing research ? 4
- (c) Explain the concept of market segmentation. 4
- (d) What is demographic segmentation ? 4

**OR**

- (e) What are the benefits of market segmentation ? 4
- (f) Explain the concept of marketing mix. 4
- (g) Explain the concept of market research. 4
- (h) What is the process of market research ? 4
3. (a) What are the factors determining consumer behaviour ? 16

**OR**

- (b) Discuss the various models of consumer buying behaviour. 16
4. (a) Explain the need of packaging. 4
- (b) Explain the types of Brand. 4
- (c) Explain the process of development of a new product. 4
- (d) Explain the advantages of branding to producer. 4

**OR**

- (e) Explain the advantages of branding to consumers. 4
- (f) Explain the functions of packaging. 4
- (g) Explain the stages in product life cycle. 4
- (h) Explain the characteristics of good brand. 4
5. (a) "Personal selling is more effective than advertising." Do you agree ? Explain. 4
- (b) Explain the concepts of skimming pricing strategy. 4
- (c) Distinguish between 'Advertisement' and 'Publicity'. 4
- (d) Explain the methods of sales promotion. 4

**OR**

- (e) Write a note on marketing communication. 4
- (f) State the advantages of advertisement. 4
- (g) Explain the concept of promotion mix. 4
- (h) Explain the concept of sales promotion. 4

