

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) Explain the concept of marketing. 4
- (b) State the characteristics of services. 4
- (c) Explain the role of marketing in developed economy. 4
- (d) What are the various kinds of services ? 4

OR

- (e) Explain the importance of marketing to society. 4
 - (f) State and distinguish between marketing and selling. 4
 - (g) Explain the concept of marketing services. 4
 - (h) Explain the objectives of marketing management. 4
2. (a) Explain the concept of marketing research. 4
 - (b) Discuss the benefits of market segmentation. 4
 - (c) Explain the concept of marketing mix. 4
 - (d) Explain the functions of marketing organisation. 4

OR

- (e) Explain the importance of marketing planning. 4
- (f) What are the objectives of marketing research ? 4
- (g) Explain the concept of market segmentation. 4
- (h) Explain the demographic and social economic segmentation. 4

3. Discuss the various models of buying behaviour. 16

OR

What do you understand by consumer behaviour ? Explain factor determining consumer behaviour.

16

4. (a) Explain the characteristics of good brand. 4

(b) Explain the stages in the product life cycle. 4

(c) Explain the functions of packaging. 4

(d) Explain the advantages of branding to consumer. 4

OR

(e) Explain the need of packaging. 4

(f) Explain the types of Brand. 4

(g) Explain the process of development of a new product. 4

(h) Explain the advantages of branding to producer. 4

5. Explain the functions of Advertisement. Describe the types of Advertising Media. 16

OR

What is Sales Promotion ? Explain its objectives and discuss its role in marketing. 16