

AU-1515

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

Time : Three Hours]

[Maximum Marks : 80

**N.B. :—** (1) All questions are compulsory.

(2) All questions carry equal marks.

1. (a) Explain marketing of services. Discuss the characteristics of it with suitable examples. 16

**OR**

(b) "Marketing play an important role in the journey of developing economy towards development."  
Comment. 16

2. (a) Explain the concept of market segmentation. 4

(b) Discuss the objectives of market research. 4

(c) Explain the functions of marketing organisations. 4

(d) Describe 7Ps of marketing mix. 4

**OR**

(e) Describe the different kinds of marketing research. 4

(f) Discuss in brief the concept of marketing planning. 4

(g) Explain the benefits of market segmentation. 4

(h) Explain various types of marketing organisational structures. 4

3. (a) Explain the concept of consumer behaviour. Which are the determinants of consumer behaviour ? 16

**OR**

(b) Discuss why Indian consumer environment has to be scanned by the marketer. 16

4. (a) Explain in brief the stages of product life cycle. 4

(b) Give the advantages of branding. 4

(c) Explain any four functions of packaging. 4

(d) List out the stages of new product development process. 4

**OR**

- (e) Give the significance of branding. 4
  - (f) Explain advantages of packaging. 4
  - (g) Draw a well labelled diagram of product life cycle. 4
  - (h) State the elements of product development. 4
  - 5. (a) Distinguish between advertising and publicity. 4
  - (b) Describe benefits of communication in marketing. 4
  - (c) Which are the different factors affecting on pricing ? 4
  - (d) Explain the importance of personal selling. 4
- OR**
- (e) Explain different medias of marketing communication. 4
  - (f) Explain the concept of sales promotion. 4
  - (g) Explain the concept of personal selling. 4
  - (h) "Pricing plays an important role in marketing a product". Explain. 4