

- | | | | |
|---|----|---|---|
| e) Write note on types of marketing planning. | 4 | g) Explain the objectives of packaging. | 4 |
| f) Describe the elements of marketing mix. | 4 | h) Summarise the stages of product life cycle. | 4 |
| g) Give the benefits of market segmentation. | 4 | 5. a) Which factors are affecting pricing? | 4 |
| h) Explain the methods of marketing Research. | 4 | b) Distinguish between Advertising and publicity. | 4 |
| 3. Describe the concept of consumer behaviour. What are the determinants of consumer behaviour? | 16 | c) Describe benefits of communication in marketing. | 4 |
| OR | | d) Explain the importance of personal selling. | 4 |
| Explain in detail models of consumer behaviour. | 16 | OR | |
| 4. a) Give the nature of product. | 4 | e) Explain the process of pricing policies. | 4 |
| b) Explain the concept product mix. | 4 | f) Which are medias of marketing communication. | 4 |
| c) Point out the advantages of Branding. | 4 | g) Give the advantages of Advertising. | 4 |
| d) Write note on problems of packaging. | 4 | h) Explain the concept of sales promotion. | 4 |
| OR | | ***** | |
| e) Explain the product classification. | 4 | | |
| f) Distinguish between Brand and Trade mark. | 4 | | |



B.B.A. Part - II

Marketing Management

P. Pages : 3

Time : Three Hours

Max. Marks : 80

-
- Notes : 1. Attempt all **five** questions.
2. All questions carry equal marks.

1. Explain definition of marketing. What is the importance of marketing in modern economy? **16**

OR

"Marketing of services' is a differential challenge over 'Marketing of products' Elaborate. **16**

2. a) Discuss in brief the concept of marketing planning. **4**
- b) Give the different organisations for marketing. **4**
- c) Describe kinds of Marketing Research. **4**
- d) Explain the selection of Market segmentation. **4**

OR