

**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.

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|----|---|---|
| 1. | (a) Define market as an exchange process.               | 4 |
|    | (b) Discuss the elements of marketing.                  | 4 |
|    | (c) State the difference between marketing and selling. | 4 |
|    | (d) Define marketing service.                           | 4 |

**OR**

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|----|--|---|
|    | (e) Discuss the significance of marketing in developing economy.   | 4 |
|    | (f) Discuss the functions of marketing.                            | 4 |
|    | (g) Discuss the reasons for the growth of service sector in India. | 4 |
|    | (h) Explain in brief the approaches of marketing.                  | 4 |
| 2. | (a) Discuss the concept of marketing planning.                     | 4 |
|    | (b) Describe the elements of marketing mix.                        | 4 |
|    | (c) Need of market segmentation.                                   | 4 |
|    | (d) Explain in brief Marketing Research Process.                   | 4 |

**OR**

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|--|---|---|
|  | (e) Explain the objectives of marketing planning.   | 4 |
|  | (f) Give the advantages of marketing research.      | 4 |
|  | (g) Describe the concept marketing mix.             | 4 |
|  | (h) Explain in brief Methods of Marketing Research. | 4 |

3. Describe the concept of “Consumer Behaviour”. Explain in detail the models of consumer behaviour. 16

**OR**

Define consumer behaviour. And explain the determinants of consumer behaviour. 16

4. Elaborate various product life cycle and strategies. 16

**OR**

Explain role of Branding in the market. Discuss the merits of Branding to manufactures, middlemen and consumers. 16

5. (a) Explain factors affecting price policies. 4  
(b) Discuss the medias of marketing communication. 4  
(c) Distinguish between Advertising and Publicity. 4  
(d) Describe the process of Sales promotion. 4

**OR**

- (e) Kinds of pricing. 4  
(f) Bring out the significance of publicity as an important tool of promotion mix. 4  
(g) Explain the various media of Advertising. 4  
(h) Explain the concept Marketing Communication. 4