

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

Time : Three Hours]

[Maximum Marks : 80

Note :—(1) All questions are compulsory.

(2) All questions carry equal marks.

1. (a) Explain the role of marketing in developed economy. 4
- (b) Give the difference between marketing and selling. 4
- (c) Explain the '7Ps' of services marketing mix. 4
- (d) Explain the characteristics of services. 4

OR

- (e) Explain the nature of marketing of services. 4
- (f) Which are the various kinds of services ? 4
- (g) State the distinction between product and service. 4
- (h) Explain the objectives of marketing management. 4
2. (a) Explain the objectives of market segmentation. 4
- (b) Explain in brief the steps of market research. 4
- (c) Describe the various types of marketing organisational structure. 4
- (d) Give the significance of marketing planning. 4

OR

- (e) Explain the benefits of market segmentation. 4
- (f) Write short note on functional based marketing organisation. 4
- (g) Give different methods of marketing research. 4
- (h) Explain the types of marketing planning. 4
3. (a) Explain buying motive. Discuss the factors that determine the consumer behaviour. 16

OR

- (b) Explain in detail models of consumer behaviour. 16
4. (a) Summarise the stages of product life cycle. 4
- (b) Explain the importance of brand name to consumer. 4
- (c) What is the importance of packaging ? 4
- (d) Explain the elements of product development. 4

OR

- (e) Explain the advantages of branding to manufacturers. 4
- (f) Draw a well labelled diagram of product life cycle. 4
- (g) Explain the objectives of packaging. 4
- (h) Explain in brief the stages of new product development process. 4
5. (a) Describe the types of Advertising Media. Discuss their merits and demerits. 16

OR

- (b) Explain the concept of sales promotion and describe various methods of sales promotion. 16

