

13. Discuss the concept of Consumer Behaviour and highlight its importance.

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Roll No.....

B.B.A. - III Sem.

18052

B.B.A. Examination, Dec. 2016

Marketing Management

(BBA-304)

(New)

Time : Three Hours ] [Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

Note : Attempt all the five questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Define new concept of Marketing.

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2. Explain Brand.
3. What is Product mix?
4. What is Pricing?
5. What is Market research?

### Section-B

**Note :** Attempt any **two** questions out of the following **three** questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Discuss core concepts of marketing.
7. Discuss the process of market research with a suitable example.
8. Discuss factors influencing consumer behaviour.

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### Section-C

**Note :** Attempt any **three** questions out of the following **five** questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. "What is Marketing Management?" Explain and discuss its importance too.
10. What is Market segmentation? Also discuss the bases of segmentation.
11. Discuss the importance of Distribution. Elaborate different types of distribution channels.
12. Discuss various tools of promotion. How would you select and manage media for promoting a product.

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13. "The success or failure of a business depends upon its product price policy." Explain the statement and state the factors to be considered while formulating a product price policy.

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**B. B. A. Examination, Dec. 2017**

**Marketing Management**

**(BBA-304)**

**(New)**

*Time : Three Hours*

*[Maximum Marks : 75]*

**Note:** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

Answer all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Define the terms "Marketing and Selling". How do these two functions differ in scope and activity?
2. "Price is a function of cost, demand and profit." Comment.

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3. Distinguish between advertising and publicity.
4. What is 'Brand' ? Distinguish them with trade marks.
5. What is E-commerce ?

**Section-B**

**(Short Answer Questions)**

Answer any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. What is "Marketing Mix" ? Compare the marketing mix for consumer products with industrial products.
7. Describe the concept of market segmentation. What are the variables commonly used in segmenting markets ? Illustrate your answer with reference to any two products.
8. Explain the product life cycle. Discuss the application of this concept for fashion garment.

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**Section-C**

**(Detailed Answer Questions)**

Answer any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Discuss the importance of market share analysis as a marketing control tool. What are the various measures of market share ?
10. "Product planning is the starting point of the entire marketing programme in a firm." Elucidate the scope of product planning.
11. "Marketing Research is necessary for strong marketing strategy." Do you agree with this statement ? Explain critically.
12. What do you mean by sales promotion ? Enumerate the various models of sales promotion. Which sales promotion technique will be the best to promote the sale of F.M.C.G products ?

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13. Write a detailed note on consumer's buying motives with the help of suitable examples.

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**B. B. A. Examination, Dec. 2018**

**Marketing Management**

**(BBA-304)**

**(New)**

*Time : Three Hours]*

*[Maximum Marks : 75*

**Note :** Attempt questions from all Sections as per instructions.

**Section-A**

**(Very Short Answer Questions)**

Answer all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words. 3×5=15

1. Define the role of marketing.

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2. Explain segmentation.
3. Define Product Life Cycle.
4. What is Brand ?
5. What is promotion ?

#### Section-B

##### (Short Answer Questions)

Answer any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.  $7\frac{1}{2} \times 2 = 15$

6. Discuss the importance of pricing in marketing process.
7. Highlight the factors responsible for failure of new market.

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8. Explain the modern concept of marketing.

#### Section-C

##### (Detailed Answer Questions)

Answer any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.  $15 \times 3 = 45$

9. Define marketing and explain its role in economic development.
10. What do you understand by positioning of a brand ? Explain the steps involved in brand positioning.
11. Define the term 'channels of distribution'. Discuss the various factors that influence the channel choice.
12. Define 'Promotion'. Give the importance of promotion mix in marketing and factors influencing promotion mix.

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Total Questions : 13 ]

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**B.B.A. IIIrd Semester**  
**Examination, Nov., 2019**

**MARKETING MANAGEMENT**

**(BBA-304)**

**Time : 3 Hrs. ]**

**[ M.M. : 75**

**Note :-** Attempt all the Sections as per instructions.

**Section-A**

**Note :-** Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. Explain the elements of Marketing.
2. What is market segmentation ?

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Turn Over

3. What is Buyer Behaviour ?
4. Explain the stages of product life cycle.
5. What is media selection and management ?

#### Section-B

**Note :-** Attempt any *two* questions out of the following three questions. Each question carries  $7\frac{1}{2}$  marks.

Short answer is required not exceeding **200** words.  
 $7\frac{1}{2} \times 2 = 15$

6. Meaning and definition of Advertising. Explain the classification of Advertising.
7. What is marketing information system ? Discuss its importance.
8. What is Product ? Explain the types of product.

#### Section-C

**Note :-** Attempt any *three* questions out of the following five questions. Each question carries 15 marks.

Answer is required in detail.  $15 \times 3 = 45$

9. What is consumer behaviour ? Explain the importance and factors influencing CB.

ND-185

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10. What is marketing ? Explain the importance and scope of marketing.
11. What do you mean by Positioning ? Discuss its concept and product re-positioning.
12. What is price ? Explain the objectives of pricing and factors influencing pricing.
13. What is Packaging ? Explain the difference between brand, branding and packaging in detail.

ND-185

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2. What are the 5 marketing concept. Explain.
3. Explain various sales promotion tools adopted by marketers.
4. What are some good reasons for doing market research?
5. What is the utility of product life- cycle for marketing manager.

### Section - B

#### (Short Answer Questions)

**Note:** Answer any **two** questions out of the following **three** questions. Each question carries  $7\frac{1}{2}$  marks. Short answer is required not exceeding 200 words.

$$7\frac{1}{2} \times 2 = 15$$

6. A manufacturer should always strive to select the lowest cost channel of distribution. Do you agree?

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7. Explain some of the theories of personal selling.
8. "The new product development process starts with a search for good ideas". Explain.

### Section - C

#### (Detailed Answer Questions)

**Note:** Answer any **three** questions out of the following five questions. Each question carries 15 marks. Answer is required in details.

$$15 \times 3 = 45$$

9. "Lack of product planning implies managerial bankruptcy in the organisation" explain the importance of product planning in reference to the statement.
10. What do you mean by consumer behaviour? What is the importance of consumer behaviour in marketing? Enumerate the determinants of consumer behaviour.

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11. "Money spent on advertisement is an investment" and "money spent on advertisement is a waste"? Reconcile these two statements & conclude.

12. How price policy is determined? Describe the methods of price policies adopted in determining the price of a new product.

13. Explain the concept of 'Branding'? Discuss the advantages and disadvantages of branding & how it is different from 'Trademarking'.

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B.B.A.-III Sem.

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**B.B.A. Examination, Dec.-2020**

**MARKETING MANAGEMENT**

**(BBA-304)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt questions from **all** sections as per instructions.

**Section- A**

**(Very Short Answer Questions)**

**Note :** Answer **all** the **five** questions. Each question carries 3 marks. Very short answer is required not exceeding 75 words.  $3 \times 5 = 15$

1. "Marketing in action is marketing mix". Explain.

**P.T.O.**