

**BBA 2302**

**S.No. : 563**

**No. of Printed Pages : 03**

Following Paper ID and Roll No. to be filled in your Answer Book.

**PAPER ID : 27114**

**Roll  
No.**

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**BID Examination 2021-22**

**(Even Semester)**

**MARKETING MANAGEMENT**

***Time : Three Hours]***

***[Maximum Marks : 60***

**Note :-** Attempt all questions.

**SECTION – A**

1. Attempt all parts of the following :  $8 \times 1 = 8$

- (a) Define marketing.
- (b) Explain marketing mix.
- (c) What is promotion?
- (d) Explain SWOT.
- (e) What is positioning?
- (f) Define customer loyalty.

**[P. T. O.]**

- (g) What is brand?
- (h) What do you understand by advertisement?

### **SECTION – B**

2. Attempt any two parts of the following :  $2 \times 6 = 12$

- (a) Define brand. Suggest the characteristics of a good brand.
- (b) What is macro environment? Discuss in detail.
- (c) Define market segmentation along with its types.
- (d) Define sales promotion and its tools.

### **SECTION – C**

**Note :-** Attempt all questions. Attempt any two parts from each questions.  $5 \times 8 = 40$

3. (a) What do you understand by advertisement? Also define its objectives.
- (b) Describe the characteristics, objectives in relation to each stage of product life cycle.
- (c) What is product? Discuss the role and classification of products.

4. (a) What are the factors that affect a pricing decision? Describe 'pricing methods'.
- (b) Define targeting strategies in marketing.
- (c) Define product mix. What are the factors that influence product mix? Describe the major product mix strategies.
5. (a) What is product positioning? Explain various product positioning strategies.
- (b) Explain the nature of marketing channels also define its functions and roles.
- (c) What is brand re-positioning? Discuss brand re-positioning strategies with the help of suitable example.
6. (a) What is product line? Define the branding by giving suitable example.
- (b) What are the brand challenges faced by any brand in the market? Discuss in detail.
- (c) Differentiate between advertisement, promotion and media planning.

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