

S.No. : 281

BB A 4202

No. of Printed Pages : 04

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

PAPER ID : 47110

Roll
No.

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B. B. A. 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 × 1 = 8
- (a) Give one difference between marketing and advertising.
 - (b) Define the term value in marketing.
 - (c) What is selling concept?
 - (d) Define product positioning.
 - (e) What are the different marketing channels.

[P. T. O.

- (f) What is cost-plus pricing means?
- (g) Give one commonly used consumer oriented sales promotion tool.
- (h) Write the elements of promotion mix.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- (a) What is market segmentation? Describe in detail the various patterns of market segmentation.
 - (b) Define product. Explain in detail the various stages in product life cycle with neat diagram.
 - (c) What are the various factors that influence pricing? Explain.
 - (d) What is media planning? Describe in detail the process of media planning.

SECTION – C

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

3. (a) Define the term marketing. Explain its importance with reference to Indian business.

- (b) What is micro environment? Describe various elements or factors of micro environment.
 - (c) What is market targeting means? Explain in detail the procedure of market targeting.
- 4.
- (a) What factors are considered while selecting promotion mix? Briefly explain.
 - (b) What do you mean by the term brand. Explain in detail the various challenges associated with branding process.
 - (c) Explain with suitable examples the difference between product positioning and brand repositioning.
- 5.
- (a) Explain with some reasons why the companies use marketing channels?
 - (b) Explain with examples the various methods of pricing the products.
 - (c) Who engages in designing the marketing channel? Briefly explain the functions of intermediaries in designing the marketing channel.

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6. (a) Describe various factors that affect the promotion mix.
- (b) What is sales promotion? Elaborate various sales promotion tools used by the organisation to boost up sales.
- (c) Explain in detail the difference between advertising and sales promotion.
