Roll No.

57522

BBA 3rd Semester (N. S.) 2014-17

Examination - November, 2017

MARKETING MANAGEMENT

Paper: BBAN-302

Time: Three Hours]

[Maximum Marks: 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note: The question paper is divided into two sections. Section 'A' comprises 8 short answer type questions (carrying two marks each) which is compulsory and should not exceed 50 words normally. Section 'B' comprises 8 questions (2 from each unit) the students shall be required to attempt four selecting one question from each unit. All question carry equal marks.

SECTION - A

- 1. Short Answer type questions:
 - (a) What are the characteristics of an effective marketing mix?

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- (b) What is the difference between micro environment and macro environment?
- (c) What are the benefits of market segmentation?
- (d) What are the advantages of skimming pricing?
- (e) Define publicity
- (f) What do mean by penetrating strategy?
- (g) Why Channels are created?
- (h) Enlist important functions of marketing Manager.

SECTION - B

UNIT - I

- 2. Discuss the need and importance of interfacing the other functional areas with marketing functions.
- Differentiate between marketing and selling with suitable examples.

UNIT - II

- Explain marketing research process in detail with suitable examples.
- **5.** Highlight the importance of marketing information system for the customer in marketing. Discuss its issues and challenges.

UNIT - III

- **6.** Explain marketing strategies in introduction and growth stages of PLC.
- **7.** What is meant by pricing decisions? How these decisions are linked to the marketing function?

UNIT - IV

- **8.** Write a detailed note on Customer relationship marketing and its importance in today's perspective.
- Discuss the issues and barriers involved in the warehousing and physical distribution in marketing. Justify with examples

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