

END TERM EXAMINATION

THIRD SEMESTER [BBA] NOVEMBER-DECEMBER 2018

Paper Code: BBA/BBA(B&I)-203

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Explain Marketing Process? What are different marketing Philosophies and which one is the latest out of these? Do you agree with that philosophy of marketing? (15)
- Q2 (a) Explain the concept of marketing mix? (7.5)
(b) Explain the steps in consumer decision making. (7.5)
- Q3 (a) Explain product life cycle? (7.5)
(b) What factors are taken into consideration at the time of taking pricing decisions? (7.5)
- Q4 (a) What do you mean by Product Mix Decisions? What steps are involved in New Product Development Process? (7.5)
(b) What branding alternatives are available to the firm? (7.5)
- Q5 What factors are taken into consideration at the time of designing the marketing channel Discuss them. How levels of channel differ for industrial vs Consumer goods. Give examples. (15)
- Q6 (a) What are the Challenges and issues involved in motivation and evaluation of Channel Intermediaries? (7.5)
(b) Write a short note on importance of logistics and supply chain Management in marketing. (7.5)
- Q7 Differentiate between:-
(a) Push Vs Pull strategy (7.5)
(b) Transaction Vs Relationship selling (7.5)
- Q8 Explain types, advantages and challenges in digital marketing. Give examples. (15)
