

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER 2024

Paper Code: BBA(B&I)201
BBA-203

Subject: Marketing Management

Time: 03:00 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Attempt **any four** of the following questions: (4x5=20)

- (a) What are bases of segmentation for Toothpaste?
- (b) What are Micro Environmental variables of marketing Environment?
- (c) What is marketing concept?
- (d) Explain the factors affecting pricing of the product.
- (e) What is Trade promotion and its methods?
- (f) What is Social marketing?
- (g) Role of AI and Robotics in marketing.
- (h) Explain function of distribution channels.

Q2 Discuss the nature and scope of marketing. Explain the process of marketing with examples. (10)

OR

Q3 Explain the influence of macro environmental factors on marketing process. Give examples. (10)

Q4 Explain the concept of market targeting. What approaches are used for market targeting? Discuss with examples. (10)

OR

Q5 What is product positioning? Explain the different ways in which the product/service can be positioned with suitable examples. (10)

Q6 Explain the levels of product to make an extended product. What are various types of product decisions to be taken by a marketer? Explain. (10)

OR

Q7 Explain product life cycle and the marketing strategies that are used in different stages of PLC. (10)

Q8 Explain the factors that affect the choice of distribution channel. Give examples in support. (10)

OR

Q9 Write note on: (10)

- a) Relationship marketing v/s Sustainable marketing.
- b) Ethical issues in marketing.