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(Printed Pages 3)

(20526)

Roll No.

BBA-II Sem.

19026

B.B.A. Examination, May-2026

(Under NEP)

Marketing Management

(BBA-2002)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the Sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Answer all **FIVE** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words.

5×3=15

1. Define Marketing & explain its scope.

P.T.O.

2. What is Holistic Marketing concept?
3. Define Market Segmentation.
4. What is Product Life Cycle (PLC)?
5. What is Promotion Mix?

Section-B

(Short Answer Questions)

Note : Attempt any **TWO** questions out of the following **THREE** questions. Each question carries **7.5** marks. Short answer is required not exceeding **200** words.

$$7.5 \times 2 = 15$$

6. Explain determinants of pricing decisions.
7. Explain the evolution of Marketing Concepts.
8. Discuss Consumer Decision-Making process.

Section-C

(Detailed Answer Questions)

Note : Attempt any **THREE** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail. $15 \times 3 = 45$

9. Discuss Segmentation, Targeting & Positioning (STP) with examples.
10. Explain Service Marketing and 7Ps with suitable examples.
11. Explain Product Life Cycle stages & strategies at each stage.
12. Explain nature, scope and importance of marketing in modern business.
13. Discuss Promotion Mix and its components in detail.