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(Printed Pages 4)

(20525)

Roll No.

B.B.A.-II Sem.

18083

B.B.A. Examination, May-2025

MARKETING MANAGEMENT

(BBA-204)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt all **five** questions. Each question carries **3** marks. Very short answer is required not exceeding **75** words. $5 \times 3 = 15$

1. Explain the difference between "Marketing" and "Selling". 3
2. Briefly explain Social Marketing. 3

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| 3. What is Marketing Mix? | 3 |
| 4. What is Demographic segmentation? | 3 |
| 5. What is Brand and Branding? | 3 |

Section-B

(Short Answer Type 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. $2 \times 7.5 = 15$

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| 6. What do you understand by Digital Marketing? Discuss its importance and limitations in respect to Current Scenario. | 7.5 |
| 7. What do you understand by Sales Promotion? Explain its significance. | 7.5 |
| 8. What is Pricing? Discuss its importance in Marketing Decision. | 7.5 |

18083/2

Section-C

(Descriptive Answer Type Questions)

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

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| 9. Define a Brand. What are the requisities of a good brand? Discuss the various types of brand policies. | 15 |
| 10. What do you understand by Marketing Research? Discuss the importance of Marketing Research in decision making. | 15 |
| 11. "Promotion is the process of Communication between the seller and potential buyer". Do you agree? How can it be made more effective? | 15 |

18083/3

P.T.O.

12. What is Product Mix? What are the factors that influence the product mix? 15
13. "Marketing starts with the determination of consumer wants and ends with the satisfaction of those wants." Elucidate this statement. 15