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(20623)

Roll No.

BBA – II Sem.

18083

B.B.A. Examination, June-2023

MARKETING MANAGEMENT

(BBA-204)

(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note: Attempt all the 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. What is Marketing Management?
2. What are advantages of Market Segmentation?
3. How you can adopt marketing mix effectively?
4. What are Pricing objectives?
5. "Marketing Research is Continuous Process." Explain.

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[P.T.O.]

Section-B

(Short Answer Type Questions)

Note: Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words. $2 \times 7\frac{1}{2} = 15$

6. What is the objective of Market Segmentation and Limitation of Market Segmentation?
7. Define importance of Marketing Mix in brief.
8. What are the external factors that affect Pricing decisions?

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. $3 \times 15 = 45$

9. "The Present-day Marketing is Consumer oriented." Explain this statement with suitable examples.

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10. "Marketing Mix is a systematic integration of four elements, namely Product, Price, Promotion and distribution." Explain.
11. Distinguish between Pricing objectives, Policies and strategies.
12. What do you understand by Marketing Research? Discuss the importance of Marketing Research in decision making.
Explain the concept of Market segmentation.
13. Taking an example of a consumer product, explain the use of this concept.