

*Exami-2009*

Roll No. ....

**Subject Code—2170**

**B.B.A (Second Year) EXAMINATION**

**MARKETING MANAGEMENT**

**BBA-203**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** Attempt any *Five* questions. All questions carry equal marks.

1. Define the term marketing. How does it differ from selling ? Explain the scope of marketing in today's competitive environment.
2. Explain the elements of marketing-mix.
3. What is Price ? Explain in detail any *three* methods of pricing with their relative merits and demerits.
4. Define Advertising. Describe its objectives and functions.

(3-02-6-09)

**P.T.O.**

5. What is the significance of market segmentation ? Discuss any *two* bases for segmentation of markets.
6. Define consumer behaviour and discuss the factors that influence the consumer decision-making process.
7. What are the different types of channels of distribution ? Mention the factors, which affect the choice of a distribution channel.
8. Write short notes on any *two* of the following :
  - (a) Product life-cycle
  - (b) Export marketing
  - (c) Personal selling
  - (d) Branding.