

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.

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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.