

Roll No.

Subject Code—780

B.B.A. (Second Year) EXAMINATION

(Re-appear)

(New Scheme)

BBA-203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the growth of marketing management overtime. What has been the role of environment in this growth ?
2. Explain the optimum buying decision process.

(2-45)

P.T.O.

3. Explain the concepts of product. Discuss the following :

- (i) Classification of product
- (ii) Product line
- (iii) Product mix.

4. Discuss the different pricing strategies with examples from fast moving consumer goods.

5. Write a note upon nature and functions of wholesalers and retailers. What factors influence their selection ?

6. What is promotion mix ? Explain the role of advertising and personal selling in this mix.

7. Compare the product and market type organizations with regard to their roles in marketing control. How do their structures facilitate it ?

8. What factors influence the decision to go for exports ? What other aspects must be kept in mind before entering in a foreign market through export route ?

9. Write notes on the following :

- (a) Packaging
- (b) Labelling.

10. What is marketing control ? Briefly discuss annual and profitability controls used in marketing.