

Roll No.

Subject Code—8157

B.B.A. (Second Year) EXAMINATION

(Main/Re-appear Batch 2009 Onwards)

BBA-203

MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Section A

Note : Attempt any *Seven* questions. **7×5=35**

1. What do you mean by Marketing Management ?
2. Explain the concept of Marketing Myopia.
3. What do you mean by latent demand ? Give some examples.
4. Explain the concept of potential product. Also explain the other layers.

5. Write a short note on Marketing Control.
6. Explain the basis of segmentation.
7. Define Distribution Management.
8. Define Export Marketing.
9. What are the latest trends in the field of Event Marketing ?
10. Differentiate between Marketing and Selling.

Section B

Note : Attempt all the questions.

11. Positioning is based on the differentiation tools available to a marketer. Comment and also explain the basis of differentiation.

Or

Write short notes on the following :

- (a) Describe needs, wants and demands for the following products :
pepsi, adidas shoes and I-phone

- (b) What do you mean by Green Marketing ? Explain the practices being followed by the Indian Companies. 12

12. Define packaging and labelling. How does packaging and labelling help in building a Brand ?

Or

Explain the role of distribution in marketing. What is the importance of intermediaries in distribution channel ? 12

13. What procedure should be kept in mind while designing the strategies for export marketing ?

Or

Design a promotional campaign for :

- (a) Pulse Polio Campaign
(b) Rural Literacy Mission. 11