

# END TERM EXAMINATION

THIRD SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-203  
BBA(B&I)-201

Subject: Marketing Management

(Batch 2021 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory.

- Q1 Answer **any five** from the following:- (5x5=25)
- (a) Elaborate STP.
  - (b) Outline the process of New Product Development.
  - ✓ (c) Discuss briefly the concept of PLC.
  - ✓ (d) What is Modern Marketing?
  - (e) Differentiate between Conventional & Vertical marketing Channel.
  - (f) Elaborate IMC.
  - ✓ (g) What is Sales promotion? How is it different from Personal Selling?
  - ✓ (h) Marketing satisfies needs by providing Utility. Elucidate.
- Q2 Explain Marketing process. What are different Marketing Philosophies and which one is the latest out of these? Do you agree with that philosophy of marketing? (12.5)
- Q3 What are the various basis on which market may be segmented? Explain the steps in the segmentation process. Also list the effective segmentation criteria. (12.5)
- ✓ Q4 What is positioning? Why is it an important part of marketing strategy? Explain any five basis that can be used by marketers for positioning of brands. (12.5)
- Q5 "Marketers use an array of tools for the purpose of communicating and promoting their products and services." In the light of above statement, explain the concept of Promotion Mix and its various components. (12.5)
- ✓ Q6 Differentiate between Marketing & Selling. What do you mean by Marketing Mix? Elaborate. (12.5)
- ✓ Q7 Discuss the process for determining the price of a product. What are different pricing strategies a company can adopt? (12.5)
- ✓ Q8 Write short notes on the following:- (12.5)
- ✓ (a) Digital Marketing
  - ✓ (b) Green Marketing
  - ✓ (c) Social Media Marketing

# 2nd Sem Paper

**KJ Lindholm-Leary**



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