

Roll No

**Department of Management
School of Management and Business Studies
Jamia Hamdard, New Delhi
BBA I Semester Examination (2023)
Marketing Management (BBA-F-03)
— (I)**

Time: 3 Hrs

MM: 60

Section A- Short Answer

Attempt any six questions, each question carries 4 marks (4*6 = 24)

1. What are the different factors impacting the price?
2. Being a marketer what entities you can market? Discuss with examples
3. Are Products and Services different? Discuss.
4. With relevant examples discuss the different types of goods.
5. Being a marketer how will you use Market Segmentation? Discuss.
6. Trademark is all about safeguarding ourselves. Justify the statement.
7. Bring out the relevance of After Sales Services.
8. Explain the stages of New Product Development.
9. Why is it important for the marketers to analyse the Consumer Behaviour?

Section B- Long Answer

Attempt any three questions, each question carries 12 marks (12*3=36)

1. How is a product different from a service? Discuss the 7Ps of Service Marketing.
2. Briefly discuss the different pricing strategies used by marketers. Being a marketer what pricing strategy you will go with, why?
3. If you work on your packaging, you may not require a salesman, justify focusing on the role and importance of packaging.
4. What stage of product life cycle you would want your products to stay on? Analyse all the stages of PLC.
5. Explain the concept of market segmentation. Briefly discuss the different bases of market segmentation.
6. After sales services has emerged as an important factor for the marketers. How will you use after sales service as a marketing strategy. Justify with relevant examples.