

Roll No

Department of Management
BBA I Semester Examination (2019)
Marketing Management
Paper Code: BBA-C-03

Time: 3 Hrs

MM: 75

Section A

*Attempt any six questions, each question carries 5 marks (6*5 = 30)*

1. Define Marketing, and explain the entities which can be marketed.
2. How are products different from services?
3. Briefly discuss the different types of goods with examples.
4. Why is market segmentation important?
5. Point out the differences between Brand name and Trademarks.
6. What are the different basis of market segmentation?
7. Write a short note on Micro Environment.
8. Briefly discuss the 7Ps of Service Marketing.
9. Studying Consumer Behavior is important in this era, discuss.

Section B

*Attempt any three questions, each question carries 15 marks (3*15=45)*

1. Briefly explain the factors influencing consumer behavior. Also elaborate the consumer decision making process.
2. What is New Product Development (NPD)? Explain the stages of NPD.
3. Pricing is a relevant factor. Support the statement with different pricing strategies used by marketers.
4. Discuss the role and importance of packaging. Also discuss the various packaging tactics adopted by marketers.
5. What is a marketing mix? With relevant examples, highlight the importance of marketing mix.
6. What are the different stages of Product Life Cycle? Discuss the various strategies used by marketers in different stages of PLC.