

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
BBA: SEMESTER- I FINAL EXAMINATION, 2017
PAPER BBA-C-03: MARKETING MANAGEMENT-I

(BACKLOG)

Time Allowed: 3 hrs.

Max. Marks: 75

Section A (5 X 6 = 30)

Attempt any six questions out of the following. Each question carries equal marks.

1. Distinguish between Marketing and Selling.
2. "Marketing Mix is a set of ingredients to achieve a desired outcome". Elucidate.
3. What is Consumer Behaviour? Explain its significance.
4. Explain the different types of Consumer and Industrial goods.
5. "Packaging is an important tool of sales promotion." Comment
6. Briefly explain the importance of branding.
7. What role does 'after sales services' play in customer satisfaction and customer retention?
8. What are the different factors which affect price decision?
9. Distinguish between discounts and rebates.

Section B (15 X 3 = 45)

Attempt any three questions out of the following. Each question carries equal marks.

1. Define Services Marketing. Discuss how you would plan marketing strategies for a services company.
2. Why is it important to study marketing environment? Discuss the impact of political, economic and technological factors on the marketing decision of a firm which wants to start operation in India.
3. Discuss various steps involved in consumer decision making process. Explain how the social and cultural factors influence the consumer buying behaviour.
4. What do you understand by the term 'market segmentation'? How might a company segment the market for durable consumer products?
5. What are the different stages of Product Life Cycle? Explain relevant marketing strategies applicable at each stage.
6. Explain why price is a key part of firm's overall marketing strategy. Which type of pricing strategy would you recommend for a latest technologically advanced product and why?