DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT &BUSINESS STUDIES
JAMIA HAMDARD

Odd Semester Examination (Online) March 2021

BBA Semester 1

Subject Name: ...Marketing Management-1 MM: 75

Subject Code: ...BBA- F-03........... Time: 03Hours

Email Id of the Examiner: asadahmad@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: firstsembbaexamjh@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solutions**to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attachedPDF shall be named as follows – Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: 9334032-Rabia Shaheen-2017-334-032-BBA-V-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: With relevant examples justify the inclusion of People, Physical Evidence and Process in the marketing mix.

Q2: Is segmentation important? Justify your answer. Imagine yourself in a market, relate the demographic segmentation with the help of suitable examples.

Q3: Packaging is said to be a silent salesman. Bring out five instances which can justify the statement.

Q4: a. Being a marketing manager, what steps will you suggest for all the stages of Product Life Cycle?

b. After Sales Service can earn you a lot of profit. Justify with relevant examples.

Q5: Discuss the relevance of price for the marketers. With practical examples explain at least four pricing strategies.