

Roll No

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

Time: 3 Hrs

MM: 75

Section A

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

1. What do you understand by Marketing, cite some examples of entities which can be marketed?
2. Bring out differences in Products and Services?
3. Briefly discuss the different types of goods with examples.
4. How is Market Segmentation important for the marketers?
5. All Brands are not Trademarks. Justify the statement.
6. Explain the stages of New Product Development.
7. Write a short note on Micro and Macro Environment.
8. Briefly discuss the 7Ps of Service Marketing.
9. What is Consumer Behavior and why it is important for the marketers to analyse it?

Section B

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

1. After sales services has emerged as an important factor for the marketers. Discuss the various kind of after sales service used by the marketers. Cite relevant examples too.
2. New Product Development (NPD) is the need of the hour, Discuss citing examples from mobile industry.
3. Pricing is a relevant factor. Support the statement with different pricing strategies used by marketers.
4. Packaging is supposed to be a silent salesman, Discuss the role and importance of packaging.
5. Is Marketing Mix important for services too? Explain it citing practical examples.
6. What are the different stages of Product Life Cycle? Discuss the various strategies used by marketers in different stages of PLC.