

**Department of Management**  
**BBA I Semester Examination (2018)**  
**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. Briefly explain the factors influencing Consumer Behaviour.
2. A good marketing strategy helps a marketer in increasing sales volume, increase in net profit, and growth of enterprise. Explain
3. Briefly discuss the Scope of Consumer Behaviour.
4. Market Segmentation helps the marketers in their strategies. Discuss
5. Briefly discuss the P's of Service marketing.
6. Write a short note on marketing environment.
7. Write a short note on discounts and rebates.
8. Discuss the role and importance of packaging.
9. Discuss the importance of branding. How is brand different from trademark?

***Section B***

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

10. With the growing relevance of after sales service, what steps can a marketing manager take in improving the after sales service? Discuss with examples.
11. What is Consumer behaviour? Discuss the nature, scope and significance of consumer behaviour
12. Explain the importance of price for the marketers. What are the factors which affects Price?
13. Product planning and development is an important task for the marketers. Justify the statement with examples.
14. Being a marketing manager discuss the relevance of marketing mix for your firm.
15. The marketers uses different strategies with respect to the different stages of product life cycle. Justify.