

Roll No.

BBA–501

Marketing Management

(विपणन प्रबन्ध)

Bachelor of Business Administration
(BBA–10/12/16/17)

Fifth Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. “The Market Place isn’t what it used to be” in lieu of this statement briefly explain the emerging role of Marketing.
2. Explain the concept of Product Life Cycle by giving suitable examples.
3. What do you understand by marketing mix ? Elaborate.
4. What is Consumer Behavior ? Explain the factors affecting consumer behavior.

(B-67) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. Briefly explain the concept of Segmenting, Targeting and Positioning.
2. What is the nature and scope of Marketing ?
3. What is the difference between Packaging and Labelling ?
4. What is pricing ? What is the role and importance of pricing for a product ?
5. What are Marketing Channel functions ?
6. Define CRM. What are the benefits of CRM ?
7. What is Promotion ? Why is it Important ?
8. What is Branding ? Explain the elements of Branding.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of one (01) mark each. All the questions of this section are compulsory.

State whether the following statements are True *or* False :

1. Rasna is an example of a brand name.
2. Relationship marketing has resulted in a greater focus on mass production.
3. Market research is the analysis of markets to determine opportunities and challenges.
4. Product differentiation is the creation of real product differences to convince the potential purchaser to buy the product.

5. The classification of consumer goods and services is based on consumer shopping habits and preferences.
6. Value pricing means offering consumers brand name goods and services at regular prices.
7. The Japanese used a penetration price strategy with the introduction of VCR's.
8. Market modification is a technique used to extend the life cycle of mature products by finding users in a new market segment.
9. Competition oriented pricing is based on all competitors' prices.
10. Brand association is a linking of a brand to other favourable images.