

P-741

Total Pages : 3

Roll No.

BBA-501

Marketing Management

Bachelor of Business Administration (BBA)

5th Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 70

Note : This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

1. Define marketing. Enlist the difference between marketing and selling.

2. What is a product? Describe the various levels of product. What factors should be considered in making a product decision?
3. Explain the 4Ps of marketing and discuss in detail the significance of the marketing mix decision taken by a marketer.
4. Discuss in detail the different stages of product life cycle, explaining how they are different from each other. Support your answer with examples and diagram.
5. Explain the different types of channel conflicts that may arise and the steps that should be taken in order to manage and resolve these conflicts.

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 any Four (04) questions only. (4×8=32)

Discuss any four of the following.

1. Marketing Process.
2. Technological forces affecting marketing environment.

3. Consumer behavior and its limitations.
 4. Target market strategies.
 5. Marketing information system.
 6. Factors affecting price determination.
 7. Types of distribution channel.
 8. Factors considered in Marketing Advertising Media Decisions.
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