

Marketing Strategies in Indian Business.

7. Different Marketing Strategies used in each Stage of PLC.
8. Steps involved in developing an Advertising Program for an organization.

## **BBA-501**

### **Marketing Management**

(विपणन प्रबन्ध)

Bachelor of Business Administration

(BBA-10/12/16/17)

5<sup>TH</sup> Semester, Examination-2019

**Time : 3 Hours**

**Max. Marks : 80**

**Note :** This paper is of Eighty (80) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

### **Section–A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long-answer-type questions of Fifteen (15) marks each. Learners are required to answer any three (03) questions only. **(3×15=45)**

1. Define Marketing. Explain its scope. Also describe the significance of marketing in the modern world.

2. What is market segmentation? What are its benefits? Describe the conditions essential for successful market segmentation.
3. What is branding? Describe the advantages of branding. How does branding facilitate the buyer behaviour?
4. Explain physical distribution. What are the objectives of physical distribution? Describe the various components of physical distribution.
5. Sales promotion is a link between advertising and personal selling. Explain, How does a marketer determine the timing, frequency, and duration of sales promotion?

### Section–B

#### (Short-Answer-Type Questions)

**Note :**Section ‘B’ contains Eight (08) short-answer-type questions of Seven (07) marks each. Learners are required to answer any Five (05) questions only. **(5×7=35)**

**Briefly discuss any five (05) of the following :**

1. “Marketing Begins and Ends with the Consumer”. Explain.
2. Application of CRM in Sales and Marketing.
3. Importance of Studying Consumer behaviour in Marketing.
4. Nature and purpose of Marketing Information System.
5. Factors Influencing Price Determination Policy of a Company.
6. Role of Promotion Mix in Determining the