

S-900

Total Pages : 3

Roll No. -----

BBA-501

Marketing Management

Bachelor of Business Administration (BBA)

5th Semester, Examination 2022(Dec.)

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.

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 x 19 = 38]

P.T.O.

- Q.1. Describe the core concept of marketing. What are the different types of markets?
- Q.2. What is Marketing research? Explain the process of marketing research.
- Q.3. Define marketing mix. What are the four different elements of marketing information systems?
- Q.4. Explain in detail the BCG Matrix and the different categories of products as have been explained by this matrix.
- Q.5. Define sales promotion. What are the different types of sales promotion techniques?

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 x 8 = 32]

Discuss any four of the following:

- Q.1. Features of Marketing.
- Q.2. Internal Factors Affecting Marketing Environment.
- Q.3. Market segmentation.
- Q.4. Market research.
- Q.5. Functions of Brand Equity.
- Q.6. Product Life Cycle.
- Q.7. Promotion mix.
- Q.8. Objectives of exhibition.
