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Roll No. -----

BBA-501

Marketing Management / विपणन प्रबंधन

Bachelor of Business Administration

(BBA-10/12/16/17)

5th Semester, Examination June 2022

Time: 2 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 Twenty (20) marks each. Learners are required to answer any two (02) questions only.

[2 x 20 = 40]

P.T.O.

- Q.1. Define marketing management. What are its objectives? Describe the responsibilities of marketing manager.
- Q.2. Define product. Why new products fail? What are the critical forces influencing the management of products?
- Q.3. Explain Marketing Information System. What are the different sources for obtaining information for effective marketing management?
- Q.4. Define Advertising. What are the essential of good advertisement? How do organizations step-wise develop an advertising program?
- Q.5. Explain the consumer buying decision process. What factors affect this process and why is it important for the marketers to understand them?

Section – B

(Short-answer-type questions)

Note: Section 'B' contains Eight (08) short-answer-type questions of Ten (10) marks each. Learners are required to answer any Four (04) questions only.

P.T.O.

Answer of these questions must be restricted to two hundred fifty (250) words approximately.

[4 x 10 = 40]

Briefly discuss any four of the following:

1. Difference Between Marketing and Selling.
 2. Factors affecting Marketing Mix.
 3. Controllable and uncontrollable Variables in the Marketing Environment.
 4. Managerial Decision Areas Covered By Marketing Research.
 5. Strategies Followed by Companies in Managing Product Lines.
 6. Qualities of a Successful Salesman.
 7. Various Tools of Promotion used to promote the Products in Markets.
 8. Packaging Strategies available to Marketer.
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