

BBA-501

Marketing Management

Bachelor of Business Administration

(BBA-10/12/16/17/BBAH-11)

5TH Semester, Examination 2019

Time : 3 Hours

Maximum Marks : 80

Note :- This paper is of **eighty (80)** marks divided into **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Note:- Section 'A' contains four (04) long-answer-type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only. (2×19=38)

1. Explain the concept and importance of Marketing Research in modern day business.
2. Explain in detail the consumer decision making process by giving suitable examples.
3. What is promotion mix? Explain its importance.

4. What do you understand by product life cycle ? Elucidate by giving suitable examples

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

(4×8=32)

1. What is the nature and scope of marketing?
2. How Macro and micro environment factors affects the marketing strategies?
3. Differentiate between Marketing and Selling.
4. What is Consumer Behaviour? Why it is Important to study consumer behaviour in present scenario?
5. What do you understand by distribution channels? Why marketing intermediaries are used?
6. What is product Line and product Mix?
7. What is positioning and what are its various types?

8. What is the difference between packaging and labeling?

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

(10×1=10)

1. Marketing includes only the exchange of physical goods, and not ideas, places, people and events.
2. In the 1920's , business philosophy changed from a sales orientation to a production orientation.
3. The concept of total quality management is an important element in the marketing concept.
4. A Company that designs and markets green products is an example of "relationship marketing."
5. The marketing mix is often referred to as the four Ps of marketing.

6. The need for market research is greater in international markets than in local markets.
7. Cognitive dissonance is a type of psychological conflict that occurs before the purchase.
8. The category of the purchaser determines whether a product is classified as a consumer or an industrial product.
9. Market segmentation is marketing towards those groups an organization decides it can serve profitably.
10. Product modification is a technique used to extend the life cycle of a product.
