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Roll No.

57022

B.B.A. 3rd Sem. (N.S.) 2011-14

Examination-December, 2013

Marketing Management

Paper-BBA-302

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Section-A is **compulsory**. Attempt **four** questions from section-B selecting **one** question from each unit. All questions carry equal marks.

Section-A

1. (a) What is marketing mix ?
- (b) What is micro environment ?

- (c) What are the limitations of personal selling ?
- (d) What is promotion mix ?
- (e) Specify the components of marketing information system.
- (f) What is the behavioral basis of market segmentation ?
- (g) What is product positioning ?
- (h) What are the reasons for branding ?

Section-B

Unit-I

- 2. Discuss the importance of micro environmental factors in shaping marketing strategy of a company.
- 3. Distinguish between Marketing and Selling on the basis of (a) Focus, and (b) Starting point.

Unit-II

4. Discuss the relevance and the scope for conducting Marketing Research in the current competitive scenario. Why it is necessary for marketers to estimate the value and cost of information before conducting research ? Elaborate.
5. What is marketing information system ? Bring out its nature and importance. How do MIS differ from MR ?

Unit-III

6. Explain the steps involved in the new product development with examples.
7. What is branding ? Explain the levels of branding decisions. Specify key branding decisions.

Unit-IV

8. Discuss the concept of Customer Relationship Marketing. Highlight its importance in the current competitive situation .

9. What do you understand by marketing channel ? What is its importance ? Describe various techniques to assess performances of marketing channels.