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Roll No.

57522

BBA 3rd Semester (N. S.) 2014-17

Examination – November, 2017

MARKETING MANAGEMENT

Paper : BBAN-302

Time : Three Hours]

[Maximum 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 examination.

Note : The question paper is divided into *two* sections. Section 'A' comprises 8 short answer type questions (carrying *two* marks each) which is *compulsory* and should not exceed 50 words normally. Section 'B' comprises 8 questions (2 from each unit) the students shall be required to attempt *four* selecting *one* question from each unit. All question carry equal marks.

SECTION – A

1. Short Answer type questions :

- (a) What are the characteristics of an effective marketing mix ?

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- (b) What is the difference between micro environment and macro environment ?
- (c) What are the benefits of market segmentation ?
- (d) What are the advantages of skimming pricing ?
- (e) Define publicity
- (f) What do mean by penetrating strategy ?
- (g) Why Channels are created ?
- (h) Enlist important functions of marketing Manager.

SECTION – B

UNIT – I

2. Discuss the need and importance of interfacing the other functional areas with marketing functions.
3. Differentiate between marketing and selling with suitable examples.

UNIT – II

4. Explain marketing research process in detail with suitable examples.
5. Highlight the importance of marketing information system for the customer in marketing. Discuss its issues and challenges.

UNIT – III

6. Explain marketing strategies in introduction and growth stages of PLC.
7. What is meant by pricing decisions ? How these decisions are linked to the marketing function ?

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UNIT – IV

8. Write a detailed note on Customer relationship marketing and its importance in today's perspective.
9. Discuss the issues and barriers involved in the warehousing and physical distribution in marketing. Justify with examples

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(P-3)(Q-9)(17) (3)