

Roll No.

BBA-304(N)

**B. B. A. (Third Semester)
EXAMINATION, Dec, 2013**

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt all the five questions. All questions carry equal marks.

1. Define Marketing. Compare and contrast between the modern marketing concept and selling concept citing suitable examples.

Or

What are the various environmental factors that affect the decision-making process of a marketing manager ?

2. What do you understand by STP marketing ? Explain with examples.

Or

What is a brand ? Discuss the concept of brand positioning citing suitable examples.

3. What is a product ? What are the various types of product ? Explain with examples.

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Or

What do you understand by product life cycle ? Explain the concept of PLC citing suitable examples.

4. What is Pricing ? What are the different methods of determining price ? Discuss with examples.

Or

"Sales promotion tools for traders are entirely different from those for consumers." Do you agree ? Support your answer with suitable examples.

5. Write notes on any *two* of the following :

- (i) MKIS
- (ii) Packaging
- (iii) Media selection
- (iv) Societal marketing