

Roll No.

BBA-304(N)

**B. B. A. (Third Semester)
EXAMINATION, Dec., 2014**

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

Note : Section A's all parts are compulsory. Attempt four more questions, selecting *two* each from Sections B and C.

Section—A

3 each

1. (a) Define and differentiate between modern marketing concept and societal marketing.
- (b) What is demographic segmentation ?
- (c) What do you understand by targeting ?
- (d) What are the elements of the product mix ?
- (e) What are the various levels of a product ?
- (f) What is discriminatory pricing ?
- (g) Differentiate between advertising and publicity.
- (h) Enumerate the various tools of sales promotion.
- (i) Discuss any *one* non-random sampling technique.
- (j) Briefly discuss the various roles a consumer plays while making a buying decision.

[2]

BBA-107(N)

Section—B

10 each

Note : Attempt any *two* questions.

2. What are the various marketing concepts ? Compare and contrast between the selling concept and the modern marketing concept.
3. What is brand repositioning ? When it may be required ? Discuss citing suitable examples.
4. Discuss the process of developing a new product.
5. Discuss the importance of distribution of an element of marketing mix.

Section—C

10 each

Note : Attempt any *two* questions.

6. What is Pricing ? What are the various factors that influence pricing ? Discuss.
7. Discuss the advantages and disadvantages of outdoor media in the Indian context.
8. Briefly describe the various steps in the process of marketing research.
9. What are the various internal factors that influence a consumer's decision making process ?

BBA-304(N)

2000