

Roll No.

BBA-304(N)

B. B. A. (Third Semester)
EXAMINATION, Dec., 2012

(New Course)

Paper Fourth

MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

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

1. What is Marketing ? "The modern marketing concept is the only concept that considers customers satisfaction as the focus of marketing." Do you agree ? Discuss along with other concepts of marketing.

Or

Discuss various socio-cultural factors that affect the marketing environment in India.

2. What is Segmentation ? What are the various bases of segmentation ? Explain with examples.

Or

What is Positioning ? Explain 'repositioning' citing suitable Indian examples.

3. What is a Product ? Discuss the various steps in the new product development process.

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Or

What is Branding ? What are the various branding related decisions that a marketing manager has to take ? Discuss with examples.

4. What is Pricing ? What are the various factors that influence pricing ? Discuss.

Or

What is Sales Promotion ? Discuss various tools of sales promotion for consumers.

5. Write short notes on any *two* of the following :
- (i) Non-random sampling
 - (ii) Post-purchase behaviour
 - (iii) Societal marketing
 - (iv) Media selection