

Roll No.

57022

**BBA 3rd Semester (Old) 2011-14
Examination – November, 2017**

MARKETING MANAGEMENT

Paper : BBA-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. Sections – '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 questions carry equal marks.

SECTION – A

1. Short Answer type questions :

- (a) What is the demographic basis for segmentation ?
- (b) What is the difference between micro environment and macro environment ?

- (c) What are the benefits of market research ?
- (d) What are the advantages of skimming pricing ?
- (e) Define CRM
- (f) What do mean by Brand equity ?
- (g) Why Channels are created ?
- (h) What are the challenges of Rural Marketing in India ?

SECTION - B

UNIT - I

- 2. What are the various types of marketing environment ? Explain 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. What are the determinants affecting consumer behaviour ? Explain.
- 5. Discuss its issues and challenges of marketing information system for the customer in marketing.

UNIT - III

- 6. What is Brand ? Explain the advantage and need of branding.

7. What is meant by pricing decisions ? How these decisions are linked to the marketing function ?

UNIT – IV

8. Write a detailed note on Customer relationship marketing and its importance in today's perspective
9. Explain the various steps in personal selling and Justify with examples.



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