

7. Enumerate the strategies that the company can adopt for growth and maturity stage of PLC with suitable example.

**Unit-IV**

8. What is meant by supply chain management ? How it is linked to the marketing function ?

9. Discuss the issues and barriers involved in the Customer Relationship marketing. Justify with examples

Roll No. ....

**57022**

**B.B.A. (Re-appear) 3rd Semester  
(Old) 2011-14**

**Examination - November, 2016**

**Marketing Management**

**Paper-BBA-302**

**Time : 3 hours**

**Max. 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 the 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 question carry equal marks.

**Section-A**

**1. Short Answer type questions**

- (a) What are the functions of marketing?
- (b) Write down the criteria for market segmentation
- (c) Enlist different branding decisions
- (d) What is Buyer behaviour?
- (e) What is the scope of research in marketing?
- (f) What are the objectives of marketing channel?
- (g) What are the limitations of personal selling?
- (h) Enlist important advantages of online marketing.

57022-1250-(P-4)(Q-9)(16) (2)

**Section-B**

**Unit-I**

- 2. Explain the marketing environment of a business and also discuss the factors affecting external environment.
- 3. Explain marketing mix process in detail with suitable examples.

**Unit-II**

- 4. What are the determinants affecting consumer behaviour ? Explain with suitable examples.

- 5. Explain the process of marketing research.

**Unit-III**

- 5. What is the importance of packaging and also explain branding decisions in Indian environment.

57022-1250-(P-4)(Q-9)(16) (3) [ Turn Over