

SAC/Printed Pages: 03

**614031**  
**B.B.A. FOURTH SEMESTER EXAMINATION**  
**APRIL – MAY, 2015**  
**PAPER – III**  
**MARKETING MANAGEMENT**

Time: 3hrs

Max. Marks: 40

Min. Marks: 16

Note: All sections are compulsory. Marks are indicated against each section.

**SECTION – A**  
**Objective Type Questions**

Q.1 Fill in the blanks: (1 x 5 = 5)

- (i) Marketing is a .....process.
- (ii) The group of elements price, product, promotion and place constitute.....
- (iii) The best channel of distribution for vacuum cleaner is.....
- (iv) .....means the set of marketing intermediaries through which the goods flow from the producer to consumer.
- (v) The word channel is derived from the French word.....

**SECTION – B**  
**Short Answer Type Questions**

(3 x 5 = 15)

Q.2. Define Marketing Management.

**OR**

What is market segmentation?

Q.3. What is consumer behaviour? Why is it important to study consumer behaviour?

P.T.O.

// 2 //

**OR**

Write a short note on Green Marketing? Why is it needed?

Q.4. What is product development?

**OR**

What are one price or flexible price policies?

Q.5. Write short notes on (any one):

(i) Advertising (ii) Publicity

**OR**

What are marketing agencies?

Q.6. What is Personal Selling and why it is important?

**OR**

Write short note on (any one):

(i) Sales promotion (ii) Industrial marketing

**SECTION – C**  
**Long Answer Type Questions**

(4 x 5 = 20)

Q.7. What barriers may a marketing manager face when trying to convince other people within an organization that they should adopt the marketing concept.

**OR**

Discuss the roles and responsibilities of a marketing manager.

Q.8. What is Marketing Research and why is it needed by companies?

**OR**

Discuss the concepts and importance of Positioning.

// 3 //

Q.9. Define Marketing Mix. Discuss different component of marketing mix.

**OR**

What are the factors that affect the Pricing Decisions?

Q.10. What are the major steps involved in preparing advertising campaign?

**OR**

Distinguish between traditional marketing channels and electronic marketing channels.

Q.11. In the Indian rural markets, consumers generally buy sachets/small packs of FMCG products. This also facilitates the process of trial for companies that sell their product to these consumers. However now MNC's are increasingly focusing on the rural markets to increase their revenues. A regional player wants to find out what he should do to tackle competition from larger multinational. What type of marketing strategy will you adopt for this regional player?

**OR**

How to manage the industrial products and develop strategies for marketing them?

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