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BBA (Part - I) (Semester - II) Examination, Nov. - 2013

MARKETING MANAGEMENT

Sub. Code: 22930

Day and Date : Tuesday, 19 - 11 - 2013

Total Marks : 50

Time : 3.00 p.m. to 5.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate marks.

Q1) What is meant by marketing mix? How marketing mix influences the organisation's growth. **[15]**

OR

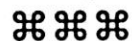
What is pricing? Explain the various methods of pricing.

Q2) Write short Answers (any two) : **[2 × 10 = 20]**

- a) What is Product Mix Decision? Explain the organisational goals and structure of product mix.
- b) What is sales promotion? Explain the sales promotional activities.
- c) Define personal selling. Explain steps in personal selling process.
- d) What is distribution channels? Explain the factors affecting choice of distribution channels.

Q3) Write short notes (any three) : **[3 × 5 = 15]**

- a) Role and Importance of Distribution channels.
- b) Levels of product.
- c) Role of promotion in marketing.
- d) Objectives of pricing
- e) Branding.



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B.B.A. (Part - I) (Semester - II) Examination, March - 2014
MARKETING MANAGEMENT (Paper - II)
Sub. Code : 22930

Day and Date : Thursday, 27 - 03 - 2014

Total Marks : 50

Time : 12.00 noon to 2.00 p.m.

- Instructions : 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q1) What is Promotion mix? Explain the elements of Promotion mix? [15]

OR

What do you understand Marketing mix? Explain the 4P's of marketing mix.

Q2) Write short answers (any - two) [20]

- What is meant by product line? What are the major product line decision.
- Discuss in detail the various factors influencing the choice of distribution channels.
- Explain the various factors influencing pricing decisions?
- What is branding? Explain the various advantages and benefits of branding.

Q3) Write short notes (any - three) [15]

- Penetration pricing.
- Trade marks
- Importance of channels of distribution.
- Importance of pricing.
- Concept of product.



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B.B.A. (Part - I) (Semester - II) Examination, 2013

MARKETING MANAGEMENT

Sub. Code : 22930

Day and Date :

Time :

Total Marks : 50

- Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q1) What is marketing mix? Explain the elements of Marketingmix. [15]

OR

What is a product concept? Explain the levels of product and various dimensions of a product concept.

Q2) Write short answers (any two) [2 × 10 = 20]

- a) Explain the demand based and competition based pricing.
- b) Define branding. Explain purpose and significance of branding.
- c) Explain the factors affecting choice of distribution channels.
- d) What is advertisement? Explain its objectives and Importance of advertisement.

Q3) Write short note (any three) [3 × 5 = 15]

- a) Trade mark.
- b) Public Relations (PR)
- c) Importance of personal selling
- d) External factors influencing pricing decisions.
- e) Importance of distribution channels.

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