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Roll No. ....

**4095**

**B.B.A. Examination, 2016**

**Third Semester**

**Fourth Paper**

*(Marketing Management)*

*Time : Three Hours*

*Maximum Marks : 70*

*[ Pass Marks : Individual Paper : 40%*

*[Aggregate : 50%*

Note: Answer five questions in all. Short answer type **Question No. 1** carrying 30 marks is **compulsory**. Answer **one** question carrying 10 marks from each Unit.

1. Answer the following short answer questions :

3x10=30

P.T.O.

(2)

- (a) Explain the components of marketing.
- (b) What do you mean by Societal Marketing?
- (c) What do you understand by parent brand?
- (d) What are the functions of packaging?
- (e) What do you mean by Channels of Distribution?
- (f) What do you understand by Media Selection?
- (g) What do you mean by Collection of data?
- (h) What is marketing Information System?
- (i) Explain the scope of Consumer behaviour.
- (j) What is e-marketing?

### UNIT-I

2. "Marketing starts with the determination of Consumer wants and ends with the satisfaction of those wants." Elaborate this statement. 10

OR

3. What do you understand by Marketing Management? While describing the functions of

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(3)

marketing management, state the various problems of marketing management in a developing economy.

### UNIT-II

4. Explain the concept of Marketing Mix. What do you know about new 'Ps' in the concept of marketing mix? 10

OR

5. What is the basis for Market Segmentation? What will be the suitable base for the marketing of Television?

### UNIT-III

6. What are the various methods of pricing of a product? Which you will recommend and why? 10

OR

7. Define Advertising. Describe its various mediums.

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P.T.O.

(4)

#### UNIT-IV

8. What is Marketing Research? Elaborate the objectives and importance of marketing research in modern organised retailing. 10

OR

9. "Consumer is the target of all marketing activities." Discuss this statement.