

N-322
B.B.A. (IIIrd Semester) exam -2010
MARKETING MANAGEMENT
Paper-BT-111
Time Allowed: 3 Hours
Maximum Marks: 35
Note: Attempt all parts.
Section-A

Q.1. discuss any 5 of the subsequent. every ques. carries 1 mark:

- i. Scope of marketing
- ii. Industrial markets
- iii. Target market
- iv. Branding
- v. Pricing
- vi. Marketing channels
- vii. Marketing info System
- viii. Consumerism

Section-B

Note: Attempt any 3 ques.. every ques. carries three marks.

Q.II. discuss the process of Buying Decision Making.

Q.III Write a short note on market segmentation.

Q.IV elaborate the elements of marketing mix? discuss.

Q.V. define the different pricing strategies followed by any FMCG Company in India.

Q.VI. Write a short note on Consumerism.

(Section-C)

Note: Attempt any 3 ques.. every ques. carries seven marks.

Q.VII. What do you understand by consumer behavior? explain the importance of consumer behavior in competitive market.

Q.VIII. define different strategies used for positioning a product. discuss with suitable example.

Q.IX. discuss in detail the concept of promotion mix.

Q.X. What is the impact of organized retailing on selling a product in Indian Market in latest time? discuss with examples.

Q.XI What is the value of Marketing Research? How far is it significant in Indian economy?