

Hi-Tech Institute of Engineering & Technology

DEPARTMENT OF MANAGEMENT

Course BBA

(SEM-2nd) EVEN SEMESTER MODEL QUESTION PAPER 2022-23

Subject Code:- BBA 204

Subject Name: Marketing Management

Faculty Name:- Mr. Vipul Chaudhary

Time: 90 Minutes

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION-A

1. Attempt all question in brief.

1 x 10= 10

Q.No	Question	Marks	CO
a.	Explain the difference between "marketing and selling".	1	1
b.	Define market Segmentation and Marketing-mix.?	1	2
c.	What is the importance of personal selling in business.	1	3
d.	What are the function of retailing in marketing?	1	4
e.	Define after sales service?	1	5
f.	Define product life cycle.	1	4
g.	Explain segmentation.	1	1
h.	What is Brand.	1	5
i.	What is promotion?	1	2
j.	Distinguish between advertising and publicity.	1	3

SECTION-B

2. Attempt any Eight of the following:

8x5 =40

Q.No	Question	Marks	CO
a.	What is counter- marketing ?Explain with suitable examples.	5	1
b.	Explain the importance and limitation of market segmentation.	5	5
c.	What do you mean by publicity and Advertising.	5	2
d.	Discuss the importance of pricing in marketing process.	5	3
e.	Explain the modern concept of marketing .	5	4
f.	What is 'Marketing mix'? Compare the marketing mix for consumer products with industrial products.	5	2
g.	Explain the product life cycle. Discuss the application of this concept for fashion garment.	5	5
h.	Discuss factors influencing consumer behavior.	5	2
i.	Discuss core concept of marketing	5	1
j.	Discuss factors affecting consumer behavior.	5	3

SECTION-C

3. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Define marketing and explain its role in economic development.	10	1
b.	What do you understand by positioning of a brand ?Explain the steps involved in brand positioning.	10	1

4. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Define the term 'Channels of distribution.' Discuss the various factors that influence the channel choice.	10	2
b.	Define 'promotion.' Give the importance of promotion mix in marketing and factors influencing promotion mix.	10	2

5. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is brand? How would you position your product in the market ?	10	3
b.	Discuss the methods of pricing and factors influencing pricing.	10	3

6. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is market segmentation? Also discuss the bases of Segmentation.	10	4
b.	Discuss the importance of distribution. Elaborate different types of distribution channels.	10	4

7. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	'Product planning is the starting point of the entire marketing programme in a firm. "Elucidate the scope of product planning.	10	5
b.	What do you mean by sales promotion ? Enumerate the various models of sales promotion. Which sales promotion technique will be the best to promote the sales of FMCG products?	10	5