

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.

1x 10 = 10

Q.No	Question	Marks	CO
a.	Define customer loyalty ?	1	1
b.	What is Social marketing ?	1	2
c.	What do you mean by STP approach ?	1	3
d.	Give the concept of target market.	1	4
e.	Briefly explain the brand Positioning.	1	5
f.	Define marketing mix.	1	4
g.	What do you mean by price ?	1	1
h.	What do you mean by product mix.	1	5
i.	What do you mean by word-of- mouth ?	1	2
j.	What is Service marketing ?	1	3

SECTION-B

2. Attempt any Eight of the following:

8x5 =40

Q.No	Question	Marks	CO
a.	Discuss the role of marketing in economic development.	5	1
b.	What do you mean by psychographic segmentation ?	5	5
c.	Give the importance of positioning.	5	2
d.	Differentiate between segmentation and targeting.	5	3
e.	Explain the extended Ps of marketing mix.	5	4
f.	Explain the relevance of product life cycle.	5	2
g.	List the objectives of promotion.	5	5
h.	Explain the importance of digital marketing.	5	2
i.	Highlight the difference between advertising and sales promotion.	5	1
j.	Discuss the importance of service marketing.	5	3

SECTION-C

3. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What do you mean by market segmentation ? Discuss the basis of Segmentation.	10	1
b.	Discuss the steps to develop social marketing plan. State the challenges in Social marketing.	10	1

4. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What do you mean by new product development ? Discuss the new product development process.	10	2
b.	Explain the marketing research process.	10	2

5. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is branding ? What are the Different types of brands ? Discuss.	10	3
b.	What is advertising ? Discuss the steps in ad campaign planning.	10	3

6. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is the difference between advertising and personal selling ? Briefly describe the personal selling process.	10	4
b.	Define green marketing . Discuss the techniques for green marketing.	10	4

7. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	What is direct marketing ? What are the various tools for direct marketing ?	10	5
b.	What is marketing information system (MKIS) ? Discuss the components of MKIS.	10	5