

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov. -2019 [NEW COURSE]
Marketing Management (Core)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 Define term 'marketing'. Discuss importance of marketing. (14)

OR

Que-1 Discuss

- a. Difference between the Selling Concept and Marketing Concept. (07)
- b. Elements of marketing mix (07)

Que-2 Write a detailed note on stages of new product development. (14)

OR

Que-2 Explain following concepts.

- a. Product
- b. Product mix
- c. Product line
- d. Product life cycle

Que-3 What is price? Discuss price-setting process. (14)

OR

Que-3 Describe:

- a. Factors affecting Pricing Decisions (07)
- b. Pricing objectives (07)

Que-4 What is market promotion? Discuss factors affecting market promotion decisions. (14)

OR

Que-4 Discuss:

- a. Difference between personal selling and advertising. (07)
- b. Types of sales promotion. (07)

Que-5 Explain various types of channels of distribution. (14)

OR

Que-5 a. What is payment gateway? Discuss its features. (07)

- b. Discuss services of channel members to customers and manufactures. (07)
