

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2024 [As Per Syllabus Year June-2019]
Marketing Management(Core)

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

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

Que-1 What is marketing? Discuss characteristics of marketing. (14)

OR

Que-1 Explain:

- (A) Difference between the Marketing Concept and Societal Concept
- (B) Importance of marketing

Que-2 What is new product? Discuss in brief new product development process. (14)

OR

- Que-2
- (A) Discuss steps in consumer adoption process.
 - (B) Explain stages of product life cycle

Que-3 What is price? Explain any four price-setting methods. (14)

OR

Que-3 Write a note on factors affecting pricing decisions.

Que-4 Write Notes. (14)

- (A) Advertising – Concept and features
- (B) Publicity – Concept and features

OR

Que-4 Discuss:

- (A) Objectives of market promotion
- (B) Merits and demerits of sales promotion

Que-5 (A) Write a note on payment gateway. (14)

- (B) Explain importance of physical distribution

OR

Que-5 (A) Discuss types of distribution channel.

- (B) Briefly explain factors affecting channel of distribution.
