

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2010

Paper Code: BBA/ TTM 205

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. (a) How Marketing is different from selling. Give importance of marketing in today's world.
(b) What are different Marketing Philosophies? Give examples to illustrate them.
- Q2. (a) What are the bases of market segmentation in case of following:
(i) Watches
(ii) Toothpaste
(iii) Washing Machine
(iv) Shoes
(b) What are the ways of positioning? In what way positioning differs in case of FMCG and SMCG? Give example to illustrate your answer.
- Q3. (a) What is Product Innovation and diffusion process in the field of marketing? Take the case of CFL's and illustrate the process and stages involved.
(b) What Marketing strategies you would recommend for maturity phase of PLC?
- Q4. (a) What are price and non price factors in setting prices?
(b) Give various pricing techniques to determine the prices of product?
- Q5. (a) What are the activities involved as a part of physical distribution? Explain them in brief.
(b) What is 7R concept in logistics?
- Q6. (a) What are channel strategies? Illustrate them with example.
(b) What are modern channels of distribution used these days? Explain them in brief with suitable examples.
- Q7. (a) Explain the process of personal selling by giving examples at each stage of the process.
(b) What is Push V/s Pull strategy?
- Q8. Write note on:
(a) Factors important in selecting media for advertising.
(b) Promotion Mix.