

# END TERM EXAMINATION

THIRD SEMESTER [BBA/BBA(B&I)/BBA(TTM)/BBA(MOM)] DECEMBER-2011

Paper Code: BBA(B&I)/(TTM)/(MOM)205

Subject: Marketing Management

Time : 3 Hours

Maximum Marks :75

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

- Q1 Discuss various concepts of Marketing. Why Marketing is gaining importance in today's competitive environment?
- Q2 (a) What are the bases used to segment markets for:-  
(i) TV  
(ii) Mobile Phones  
(iii) Toothpaste  
(b) What are the various ways that can be used for positioning the product?
- Q3 (a) Explain with examples Product Innovation and Diffusion Process.  
(b) What are the various stages involved in New Product Development?
- Q4 What factors are kept in mind in Selecting Channel of Marketing? What are various types of channel strategy used by marketers?
- Q5 Discuss Push v/s Pull Strategy. What factors are kept in mind at the time of selecting a Media for Advertising? Discuss in brief.
- Q6 What are the various factors to be kept in mind while designing Pricing Strategies? Discuss in brief various Pricing Techniques.
- Q7 What are the various types of Sales Promotion Schemes used by Marketers for Consumers and Traders? How Publicity and Public Relations are different? Give suitable examples.
- Q8 Write notes on the following:-  
(a) Marketing Strategies used at "Maturity" and "Growth" Stage of Product Life Cycle.  
(b) What are the activities as a part of Marketing Logistics and Supply Chain Management?