



RD-5419

Seat No. _____

Second Year B. B. A. Examination

March/April – 2011

Marketing Management

(New Course)

Time : 3 Hours]

[Total Marks : 100

- Instructions :** (1) Attempt all questions.
(2) All questions carry equal marks.
(3) Question 5(b) for 10 marks is compulsory.

1 What is marketing ? Explain difference between the Marketing concept and the Selling Concept. **5+15**

OR

1 What is consumer behaviour ? Write a note on factors affecting consumer behaviour. **5+15**

2 Explain stages of product life cycle with diagram. Also briefly state usefulness of product life cycle. **5+15**

OR

2 Define term 'price'. Describe main factors affecting pricing decisions. **5+15**

3 Write a note on steps involved in marketing research process. **20**

OR

3 (a) Explain difference between advertising and personal selling. **10+10**

(b) What is importance of sales promotion in today's marketing practices ?

4 Define Marketing Channel. Discuss services rendered by channel members. **5+15**

OR

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[Contd....

- 4 (a) Role of marketing. 10+10
(b) Public relations
- 5 (a) Consumer adoption process. 10

OR

- (a) Role of Consumerism in India. 10
(b) Read the case and answer the questions briefly in your words : 10

Case

Recently, Puja Chemicals, Ahmedabad - based sole propriety unit, has developed new hair oil. The product is based on Ayurvedic concept. All formalities including packing and packaging, labeling, and brand name have been just completed. Mr. Mohanlas, the promoter of firm, is not professionally qualified and so he wants to take help of management consultant to introduce the product successfully in the local market. He is planning to introduce the same within the city first to know reactions of consumers and dealers. Mr. Mohanlas requests you to help him.

Questions

- (i) What types of advertising programme would you suggest to Mr. Mohanlas ?
(ii) Give your comment on pricing strategies for introductory stage.
(iii) Do you recommend personal selling ? Why ?
(iv) Suggest him suitable sales promotion tools.
(v) Do you think that Mr. Mohanlas should appoint professionally qualified and experienced manager to handle marketing activities ?