



SB-1371

Second Year B. B. A. (Sem. III) Examination
March / April – 2011
Marketing Management

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशावलि निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="S.Y. B.B.A. (Sem. 3)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing Management"/>	<input type="text"/>
Subject Code No. : <input type="text" value="1"/> <input type="text" value="3"/> <input type="text" value="7"/> <input type="text" value="1"/>	Section No. (1, 2,.....) : <input type="text" value="Nil"/>
	<input type="text" value="Student's Signature"/>

(2) Figures on right hand side of each question denotes the full marks for that question.

- 1 Answer in brief (any eight) 16
- Define terms 'Need', 'Want' and 'Demand'.
 - Define 'Positioning'.
 - Define term 'Brand' and 'Brand Equity'.
 - Define term 'Discriminatory pricing'. List down the bases for discrimination in pricing.
 - Define term 'Wholesaling'.
 - List down the components of promotion mix.
 - Define Annual plan control. List down different types of annual plan control.
 - Define term 'Public'. List down various types of publics.
 - What are the consumer buying roles ?

- 2 Explain selling concept in detail with its assumptions. 10
Also discuss under what circumstances selling concept is applicable. Give example supporting your answer. Also discuss any four differences between selling concept and marketing concept.

OR

- 2 Define consumer buying behaviour. Discuss consumer 10
buying behaviour process for buying a Refrigerator.

- 3 Define organization buying behaviour. Discuss the difference between consumer buying and organization buying in detail with suitable examples. 10
- OR**
- 3 “Packaging and labelling has a great role in marketing of a product”. Justify this statement with meaning, objectives and functions of “Packaging” and “Labelling”. 10
- 4 Define pricing. Discuss the factors affecting pricing decisions in detail with suitable examples. List down various method of pricing. 10
- OR**
- 4 Define channel of distribution. Discuss in detail the factors affecting choice of channel of distribution with a suitable example for each criterion. 10
- 5 Define Retailing. Discuss in detail functions of a Retailer; also discuss the unique marketing decision of a retailer. 10
- OR**
- 5 Discuss in detail different stages of effective communication process. 10
- 6 Write short notes : 2×7=14
- (a) Marketing Environment
 - (b) Marketing Audit.
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