

Roll No.

DD-987

Bachelor of Business Administration (Fourth Semester) EXAMINATION, May/June, 2020

MARKETING MANAGEMENT

(117)

Time : Three Hours

Maximum Marks : 90

Minimum Pass Marks : 32

Note : Attempt all the five questions. One question from each Unit is compulsory. All questions carry equal marks.

Unit—I

1. "Marketing is the performance of business activity that direct the flow of goods and services from producer to consumer or user." Discuss.

Or

What is meant by consumer behaviour ? Explain the various methods of measuring consumer behaviour.

Unit—II

2. What do you understand by market segmentation ? Evaluate the various bases of market segmentation.

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Or

Define Packaging. What are the objectives and functions of Packaging ? Give characteristics of a good package.

Unit—III

3. How the price policy is determined ? Describe the methods which are adopted for the determining pricing of a new product.

Or

Write short notes on the following :

- (a) Role of cost in Pricing decisions
- (b) Product Promotion

Unit—IV

4. Define the term distribution channels. Describe the factors affecting the selection of distribution channel.

Or

What do you understand by exclusive agency ? Is it benefits to both manufacturers and retailers ? Explain.

Unit—V

5. "Marketing Research is necessary for strong marketing strategy." Do you agree with the statement ? Explain critically.

Or

What is meant by Marketing Information System ? Outline the essentials of good marketing information system.

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430

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