



RB-1721

Second Year B. B. A. (Sem. III) Examination

April / May – 2010

Marketing Management

Time : 3 Hours]

[Total Marks : 70

Instruction :

नीचे दशांशवेक निशानीवाणी विगतो उत्तरवही 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="Second Year 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="7"/> <input type="text" value="2"/> <input type="text" value="1"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

1 Answer in brief : (any **eight**) 16

- (a) Explain selling concept in brief.
- (b) Define and differentiate term "Need" and "Want" with a suitable example.
- (c) Explain the term Non Profit Organization.
- (d) List down factors affecting Industrial buying behaviour.
- (e) Explain term Competition. List down different types of competition.
- (f) Define term discriminatory pricing. Also list down the basis for discrimination in pricing.
- (g) Define term Retailing.
- (h) Define term Wholesaling.
- (i) Define term Public.

2 (a) Explain Production and Product concept in detail. 7

- (b) Explain the Industrial buying process with a suitable example. 7

OR

RB-1721]

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[Contd...

- 2 (a) Explain the factors affecting industrial buying behaviour. 7
- (b) Discuss the role of environment in marketing context. 7
- 3 (a) Discuss the difference between consumer buying and industrial buying in detail. 7
- (b) Discuss the factors affecting pricing decisions. 7

OR

- 3 Explain the concept of Product life cycle in brief. Also discuss the marketing strategy for each stage of Product life cycle with appropriate examples. 14
- 4 (a) Develop communication mix for following : 7
- (i) LCD TV
- (ii) Shampoo
- (b) Discuss the factors affecting choice of channel of distribution. 7

OR

- 4 (a) Write a detailed note on Marketing Audit. 7
- (b) Write a note on channel of distribution and functions performed by channel of distribution. 7
- 5 Write short notes : (any two) 12
- (a) Components of promotion mix
- (b) Major activities involved in Physical distribution
- (c) Marketing Control Process.