



KA-3529

Second Year B. B. A. (Sem. III) Examination
October/November – 2012
Marketing Management

Time : 3 Hours]

[Total Marks : 70

Instruction :

नीचे दशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी.
Fillup strictly the details of signs on your answer book.

Name of the Examination :
SECOND YEAR B. B. A. (SEM. 3)

Name of the Subject :
MARKETING MANAGEMENT

Subject Code No. : **3 5 2 9** Section No. (1, 2,.....): **NIL**

Seat No. :

Student's Signature

- 1 (a) Define term "Consumer Buying Behaviour." Explain with suitable example how cultural and social factors affect consumer buying behaviour. 10
- (b) List down importance of marketing. 4

OR

- 1 (a) Define Industrial Buying Behaviour. Explain how organization factors affect industrial buying process. 10
- (b) Explain with a suitable example how expectation affects consumer satisfaction. 4
- 2 (a) Define term 'segmentation'. Write a detailed note on levels of marketing segmentation. 10
- (b) Define terms (i) Marketing (ii) Marketing Management. 4

OR

- 2 (a) Define term "Differentiation". Write a detailed note on channel and image differentiation. 10
- (b) Define and differentiate terms "Need" and "Want". 4

- 3** (a) Define term "Product life cycle" with figure. List down various strategies adopted by company in introduction and growth stage with example. **10**
- (b) List down importance of pricing. **4**

OR

- 3** (a) Write detailed note on objectives and functions of labeling. **10**
- (b) List down the steps in pricing process. **4**
- 4** (a) What are the functions of channel of distribution ? Give at least one example each for different level of channel of distribution. **10**
- (b) List down importance of Integrated Marketing Communication. **4**

OR

- 4** (a) Define term "Channel of Distribution". Write a detailed note on various activities involved physical distribution. **10**
- (b) List down various elements of promotion mix. **4**
- 5** Write short notes : (any two) **14**
- (a) Discriminatory pricing
- (b) Marketing Audit
- (c) Profitability control
- (d) Communication Budget.