

END TERM EXAMINATION

THIRD SEMESTER [BBA] JANUARY 2024

Paper Code: BBA203

Subject: Marketing Management

[BATCH 2021 ONWARDS]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 "The Evolution of the concept of Marketing has been a gradual process." Explain the philosophies of marketing while throwing light on the above statement? (15)
- Q2 Explain Segmentation, Targeting and Positioning? Which are the most suitable criteria for market segmentation. (15)
- Q3 What is New Product Development? Why is test marketing imperative before commercialization? (15)
- Q4 What is the pricing process adopted by organizations? Explain the different pricing methods and distinguish between skimming and penetration techniques with suitable examples. (15)
- Q5 What are the factors that influence choice of distribution channels? Explain the functions of the intermediaries. (15)
- Q6 What do you understand by promotion mix? What are the factors that influence the choice of promotional tools by an organization? (15)
- Q7 Rural Markets are the new destination to boost sales and profits. Why are companies targeting rural markets in the current times to meet their desired sales figures. (15)
- Q8 Green marketing techniques help in conserving the environment while also making profits. What according to you are the trending tools of Green Marketing. (15)

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