

(Please write your Exam Roll No.)

Exam Roll No. 0182440178

END TERM EXAMINATION

THIRD SEMESTER [BBA] NOV- DEC 2019

Paper Code: BBA -203

Subject: Marketing Management

BBA (B&I)-203

(Batch 2017 onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

~~Q1~~ Differentiate between marketing and selling. Explain the concept of social marketing for a consumer durable company in India.

~~Q2~~ What is positioning? Why it is important part of marketing strategy? explain any five basis that can be used by marketers for positioning of brands.

~~Q3~~ Distinguish between the following:

- a) Optional product pricing and Captive product pricing
- b) Product line pricing and Product bundle pricing

~~Q4~~ Summarize various implications of PLC on marketing strategies. What are the risks associated with test marketing?

~~Q5~~ a) How do you manage channel conflict?

b) What is distribution mix? How is it related to promotion mix?

~~Q6~~ Write a detail note on supply chain management.

~~Q7~~ "Marketers use an array of tools for the purpose of communicating and promoting their products and services." In the light of the above statement, explain the concept of promotion mix and its various components.

~~Q8~~ You are a marketing expert. A new company asked for your advice as to whether they should go in or for family branding strategy or individual branding strategy. Give your advise with proper reasons.

P