

Question Paper Code : 1763

B.B.A. (I.B.) (Semester-IV) Examination, 2018

MARKETING MANAGEMENT

[IB-403]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Explain the following in brief : [3x10 = 30]
- (a) Customer satisfaction versus Customer delight
 - (b) Buying motives
 - (c) STP
 - (d) Value delivery
 - (e) Differentiated versus Undifferentiated Market targeting
 - (f) Primary functions of a brand
 - (g) Product line stretching

- (h) Exclusive, Selective and Intensive distribution strategies
- (i) Direct and Indirect distribution
- (j) Trade promotion versus Consumer promotion

UNIT-I

2. Discuss the modern marketing concept. How is it different from selling ? [10]
3. Explain the marketing research process. Also discuss the tools and techniques employed in marketing research. [10]

UNIT-II

4. "Packaging acts as a silent salesman." With reference to this statement, discuss the various roles that product packaging plays. [10]
5. Explain the concept of product life cycle along with its stages and appropriate marketing mix for each stage. [10]

UNIT-III

6. (a) Discuss the various objectives of pricing. [5]

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(2)

- (b) What are the factors that have a bearing on the pricing decision for a product ? [5]

7. Discuss the common pricing strategies being used by marketers. [10]

UNIT-IV

8. What are distribution channels ? Discuss the role and significance of distribution channel in marketing of goods. [10]
9. What factors have led to the increasing use of sales promotion in marketing ? Explain some of the sales promotion techniques. [10]

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