

December 2023

**BBA (GEN) (Reappear) -III SEMESTER
Marketing Management (BBA-GEN-302)**

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.
 4. Write short note on all the parts of question 1

PART -A

- Q1 (a) Product Concept (1.5)
- (b) Production concept (1.5)
- (c) Marketing Process (1.5)
- (d) Marketing Information System (1.5)
- (e) Marketing Research (1.5)
- (f) Labeling (1.5)
- (g) Product Line (1.5)
- (h) Wholesaling (1.5)
- (i) Retailing (1.5)
- (j) Define supply chain management (1.5)

PART -B

- Q2 What are the factors that are important to be checked in marketing environment? (15)
- Q3 (a) Compare marketing and selling. (7.5)
- (b) Discuss the importance of Segmentation Targeting Positioning in marketing strategy. (7.5)
- Q4 Explain the process of consumer's purchase decision making. (15)
- Q5 Briefly explain the stages of the product life cycle. Provide an example for each stage. (15)
- Q6 Define the concept of promotion mix and explain its components. (15)
- Q7 (a) Discuss the role of branding in marketing. How does a strong brand contribute to a company's competitive advantage? (7.5)
- (b) How can a company use customer relationship management (CRM) to enhance its marketing efforts? (7.5)