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Roll No. _____

MS-3209

B.B.A. (M.S.) (Semester-IV) Examination, 2015

MARKETING MANAGEMENT

(BMS-401)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.

1 is compulsory. Attempt one question
from each unit.

1. Write briefly on the following concepts:

3 × 10 = 30

- (a) Segmentation & Targeting
- (b) Consumer behaviour
- (c) Product mix
- (d) Trade marks
- (e) Direct Marketing
- (f) Consumer - Sales promotion
- (g) Buying Motives

P.T.O.

(2)

- (h) Product line
- (i) Selling Vs. Marketing
- (j) Price dumping.

Unit-I

2. Define marketing. Which marketing concepts hold relevance in current times? Discuss them in short. 10
3. Which are the critical steps involved in conducting market research effectively. Describe each one in brief. 10

Unit-II

4. (a) What is product planning? $2.5 \times 4 = 10$
(b) How is a new product developed?
(c) Define branding. How is brand positioning done?
(d) What is packaging? State its importance.
5. Analyse the stages of product life cycle. Explain the strategic marketing imperatives observed in each stage. 10

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Unit-III

6. Describe briefly the various pricing strategies that are observed by the marketer. Discuss the significance of these strategies under different market conditions. 10
7. What are the objectives achieved by the organisation through pricing? Which are those critical factors that affect pricing of a product? Discuss. 10

Unit-IV

8. With the help of examples, explain the different intermediaries involved in a distribution channel. What values do intermediaries add into the distribution channel? 10
9. Discuss briefly the components of promotion mix. How is marketing of services different from marketing of products / goods? 10

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