



FD-987

BBA 4th Semester
Examination, May-June 2022

Marketing Management

(117)

Time : Three Hours]

[*Maximum Marks* : 90

[*Minimum Pass Marks* : 32

Note : Answer **all** questions. All questions carry equal marks.

Unit-I

1. Define Marketing. Explain its nature and scope with example.

OR

What is consumer buying process? Explain the steps in buying process.

(2)

Unit-II

2. What is Marketing Mix ? Explain the elements of marketing mix.

OR

Explain the packaging concept. What are the various packaging strategies ?

Unit-III

3. What are the different methods of pricing ? Explain them with example.

OR

Write short notes on the following :

- (a) Role of cost in pricing decision
(b) Product promotion

Unit-IV

4. Define the term distribution channels. Describe the factors affecting the selection of distribution channel.

OR

What do you understand by exclusive agency ? Does it benefits to both manufacturers and retailers ? Explain.

(3)

Unit-V

5. What is Marketing Research ? Explain the process of marketing research.

OR

What is meant by Marketing Information System ? Outline the essentials of good marketing information system.
