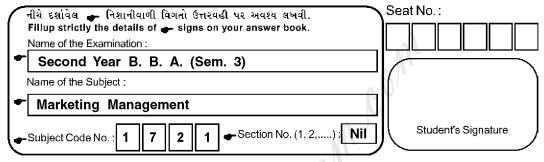


## **RB-1721**

## Second Year B. B. A. (Sem. III) Examination April / May - 2010 Marketing Management

Time: 3 Hours [Total Marks: 70

## **Instruction:**



1 Answer in brief: (any eight)

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- (a) Explain selling concept in brief.
- (b) Define and differentiate term "Need" and "Want" with a suitable example.
- (c) Explain the term Non Profit Organization.
- (d) List down factors affecting Industrial buying behaviour.
- (e) Explain term Competition. List down different types of competition.
- (f) Define term discriminatory pricing. Also list down the basis for discrimination in pricing.
- (g) Define term Retailing.
- (h) Define term Wholesaling.
- (i) Define term Public.
- 2 (a) Explain Production and Product concept in detail. 7
  - (b) Explain the Industrial buying process with a suitable example.

OR

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2	(a)	Explain the factors affecting industrial buying behaviour.	7
	(b)	Discuss the role of environment in marketing context.	7
3	(a)	Discuss the difference between consumer buying and industrial buying in detail.	7
	(b)	Discuss the factors affecting pricing decisions.	7
		$\mathbf{OR}$	
3	disc	clain the concept of Product life cycle in brief. Also cuss the marketing strategy for each stage of Product cycle with appropriate examples.	14
4	(a)	Develop communication mix for following:  (i) LCD TV  (ii) Shampoo	7
	(b)	Discuss the factors affecting choice of channel of distribution. $\mathbf{OR}$	7
4	(a)	Write a detailed note on Marketing Audit.	7
	(b)	Write a note on channel of distribution and functions performed by channel of distribution.	7
5	Write short notes: (any two)		12
	(a)	Components of promotion mix	
	(b)	Major activities involved in Physical distribution	
	(c)	Marketing Control Process.	

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