

# END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2010

Paper Code: BBA/ TTM 205

Subject: Marketing Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. (a) How Marketing is different from selling. Give importance of marketing in today's world.
- (b) What are different Marketing Philosophies? Give examples to illustrate them.
- Q2. (a) What are the bases of market segmentation in case of following:
- (i) Watches
  - (ii) Toothpaste
  - (iii) Washing Machine
  - (iv) Shoes
- (b) What are the ways of positioning? In what way positioning differ in case of FMCG and SMCG? Give example to illustrate your answer.
- Q3. (a) What is Product Innovation and diffusion process in the field of marketing? Take the case of CFL's and illustrate the process and stages involved.
- (b) What Marketing strategies you would recommend for maturity phase of PLC?
- Q4. (a) What are price and non price factors in setting prices?
- (b) Give various pricing techniques to determine the prices of product?
- Q5. (a) What are the activities involved as a part of physical distribution? Explain them in brief.
- (b) What is 7R concept in logistics?
- Q6. (a) What are channel strategies? Illustrate them with example.
- (b) What are modern channels of distribution used these days? Explain them in brief with suitable examples.
- Q7. (a) Explain the process of personal selling by giving examples at each stage of the process.
- (b) What is Push V/s Pull strategy?
- Q8. Write note on:
- (a) Factors important in selecting media for advertising.
  - (b) Promotion Mix.