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BBA3MmnC301x

Seat No : _____

**B.B.A. Semester - 3 (CBCS) Examination
Nov/Dec. -2021 [NEW COURSE]
Marketing Management(Core)**

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate marks.

Q:1 Discuss in detail the journey from Production concept to Societal concept (14)

OR

Q:1 Discuss in detail the difference between Selling concept and Marketing concept

Q:2. Draw chart and explain the New Product Development Process (14)

OR

Q:2 Not all newly launched products get success. Elaborate on reasons for failure of New Product

Q:3 Write note on different methods of setting the prices (14)

OR

Q:3 What are the factors that company should keep in mind while setting the Price?

Q:4 What are the factors affecting the decisions of Market Promotion Mix (14)

OR

Q:4. Discuss in detail the Advertising Media

Q:5 Write short notes (Any Two) (14)

1. Factors Affecting Channel Decisions
2. Handling Channel conflict
3. Advertising Media
4. Advertising Budget
