

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2022 [NEW COURSE]
Marketing Management(Core)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1 What is marketing mix? Discuss marketing mix elements. (14)

OR

Q.1 **Explain:**

- A. Difference between the Marketing Concept and Societal Concept
- B. Importance of marketing

Q.2 Describe new product development process. (14)

OR

Q.2 Define term 'Consumer Adoption'. Discuss steps in consumer adoption process.

Q.3 Describe in detail price-setting process. (14)

OR

Q.3 Write a note on factors affecting pricing decisions.

Q.4 Define term 'market promotion'. Discuss major factors affecting market promotion mix. (14)

OR

Q.4 **Discuss:**

- A. Difference between personal selling and advertising
- B. Merits and demerits of sales promotion.

Q.5 **Explain following terms:** (14)

- A. Physical distribution
- B. Channel of distribution
- C. Online distribution portals
- D. Payment gateway

OR

Q.5 A. Discuss types of distribution channel.

B. Describe services provided by the channel members.
