

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2023 [NEW COURSE]
Marketing Management(Core)

Time: 2:30 Hours

Marks: 70

Instructions:

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

Que.1 Explain the chronological order/Philosophy/ Concept in the development of Marketing Philosophy. (14)

OR

Que.1 Explain the term Marketing Mix and discuss in detail various elements of Marketing Mix.

Que.2 Define product life cycle. Explain its stages with diagram (14)

OR

Que.2 Define Product. Explain features and importance of a Product.

Que.3 Discuss in detail different methods used for pricing the product. (14)

OR

Que.3 State and explain the factors affecting Pricing Decisions.

Que.4 Write a detailed note on Determinants of Optimum Market Promotion Mix (14)

OR

Que.4 Explain Personal Selling and Process of Personal Selling in detail.

Que.5 Define the term Physical Distribution. Explain the utility of physical distribution for customer satisfaction. (14)

OR

Que.5 Explain the transaction process of payment Gateway (functioning)
