

B.B.A. Semester - 3 (CBCS) Examination
Oct/Nov - 2025 [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 Write about evolution of different Marketing Concepts. (14)

OR

Que.1 Write brief notes on all the 4P's of Marketing Mix.

Que.2 Write about the procedure for development of a new product. (14)

OR

Que.2 Describe various stages of product life cycle.

Que.3 What is Price? Write about Price-setting process. (14)

OR

Que.3 Write about different methods for price setting.

Que.4 Write brief notes on: (14)

- a) Personal Selling
- b) Advertising

OR

Que.4 Write brief notes on:

- a) Public Relations
- b) Sales Promotion

Que.5 What is distribution channel? Write about key elements and importance of physical distribution. (14)

OR

Que.5 Write about the following

- a) Factors affecting the choice of channel
- b) Payment Gateways
