

**K-291**

Total Page No. : 3]

[Roll No. ....]

**BBA-501**

**BBA Vth Semester  
Examination Dec., 2023**

**MARKETING MANAGEMENT**

**Time : 2 Hours]**

**[Max. Marks : 70**

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*Note :- This paper is of Seventy (70) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. **Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.***

**Section-A**

**(Long Answer Type Questions) 2×19=38**

*Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.*

**K-291**

( 1 )

P.T.O.

1. What do you understand by Marketing Management ?  
What are the different types of marketing process ?
2. Describe the 4Ps of marketing in detail and discuss the significance of the marketing mix decisions taken by marketers.
3. Explain in detail the BCG matrix and the different categories of products as have been explain by this matrix.
4. Describe the different types of consumer promotion and trade promotion techniques and the advantages of implementing the different types.
5. What are the different types of distribution channels?  
Explain with the help of examples.

### **Section–B**

**(Short Answer Type Questions)**      4×8=32

**Note** :- Section ‘B’ contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

Briefly discuss any *four* of the following :

1. Internal environment
2. Consumer delight

3. Consumer Behaviour
4. Innovations
5. Branding
6. Product life cycle
7. Advertisement
8. Market segmentation

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