

A-0826

Total Pages : 4

Roll No. -----

BBA-501

Marketing Management

Bachelor of Business Administration (BBA)

5th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 70

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

P.T.O.

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Section-A

(Long-Answer-Type Questions)

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.

[2x19=38]

- Q.1. Discuss the various orientations towards the marketplace and their implications for marketing strategies.
- Q.2. Analyze the key determinants of consumer behavior and their role in shaping marketing strategies.
- Q.3. Discuss the key considerations in product decisions and their impact on marketing success.
- Q.4. Describe the process of selecting and managing marketing channels, and evaluate their role in the distribution strategy.
- Q.5. Explain the differences between retailing, wholesaling, and physical distribution, and discuss their significance in the supply chain.

Section-B
(Short-Answer-Type Questions)

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.

[4x8=32]

- Q.1. Define marketing and explain its significance in modern business.
- Q.2. What are the main steps involved in the marketing process?
- Q.3. Briefly describe the stages in the consumer purchase decision process.
- Q.4. What is market segmentation, and why is it important?
- Q.5. What is branding, and why is it important for a product?
- Q.6. What is the role of packaging in product decisions?

P.T.O.

Q.7. What are the primary components of communication mix?

Q.8. What is physical distribution, and how does it contribute to customer satisfaction?
