

A-1391

Total Pages : 3

Roll No.

BBA-501

Bachelor of Business Administration (BBA)

Marketing Management

Examination February, 2026

Time : 2:00 Hrs.

Max. Marks : 70

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 therein. *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.

A-1391

(1)

P.T.O.

1. Explain in detail the concept of Marketing Management.
What are the different types of marketing process ?
2. What are the different types of distribution channels ?
Explain with the help of examples.
3. Describe the 4Ps of marketing and explain in detail the significance of the marketing mix decision for a marketer.
4. Explain in detail the different stages of product life-cycle, and how they are different from each other. Give example and elaborate with the help of diagram.
5. Describe in detail the key determinants of consumer behavior and their role in shaping marketing strategies.

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.

1. What is a primary difference between wholesaling and retailing ?
2. Briefly explain the BCG Matrix.
3. Define Trademark and its objectives.

4. Write a short note on the pricing strategy.
5. What are the primary components of communication mix ?
6. What do you understand with physical distribution, and how does it contribute to customer satisfaction ?
7. Write a short note on marketing information system.
8. What is branding, and why is it important for a product ?
