

A-1073

Total Pages : 3

Roll No.

BBA-501

Bachelor of Business Administration (BBA)

(Marketing Management)

5th Semester Examination, 2024 (June)

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.

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(1)

P.T.O.

1. Describe in detail the core concept of Marketing.
2. Explain different types of target market strategies.
3. Explain the advantages of conducting market research.
Support your answer by describing the different market research methods.
4. Discuss the product life cycle in detail with example and diagram.
5. Discuss in detail the different types of retail formats.
Give example for each type.

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. Socio Cultural factors and marketing.
2. Company’s Macro Environment.

3. Product Mix.
4. Market Segmentation.
5. BCG Matrix.
6. Brand Image.
7. Sales Promotion.
8. Marketing Information System.
