

A-0777

Total Pages : 3

Roll No.

BBA-501

Bachelor of Business Administration (BBA)

(Marketing Management)

Examination, June 2025

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.

1. Examine the components of the marketing environment and explain how they influence marketing decisions.
2. Discuss the importance of planning the marketing mix and how it is influenced by consumer behavior and market research.
3. Discuss various pricing strategies and evaluate their appropriateness in different market scenarios.
4. Explain the process of designing an effective advertising program, including the steps and factors to be considered.
5. Explain the consumer's purchase decision process with examples to illustrate each stage.

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 are the core concepts of marketing ?
2. How does marketing differ from selling ?
3. What are the main determinants of consumer behavior ?

4. What is the purpose of a marketing information system ?
5. Briefly explain the concept of the product life cycle.
6. What factors influence product decisions in marketing ?
7. What are marketing channels, and why are they important ?
8. Define sales promotion and its role in marketing.
