

Exam. Code : 105403

Subject Code : 1407

Bachelor in Business Administration (BBA) 3rd Sem.

**BBA-305 FUNDAMENTALS OF MARKETING
MANAGEMENT**

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—There are **three** sections of this paper, Section A, B and Section C. Section A is compulsory, consists of **12** short questions of **1** mark each. Students have to attempt any **ten**. Each Section B and C consists of **four** questions. Students have to attempt **two** questions from each section carrying **10** marks each.

SECTION—A

1. Write short notes on the following :

- (i) Target market
- (ii) Managing logistics
- (iii) Customer satisfaction and loyalty
- (iv) CRM
- (v) Packaging
- (vi) Branding
- (vii) E-Retailing
- (viii) Selling
- (ix) Niche marketing
- (x) WOM
- (xi) Goods v/s services
- (xii) Personnel selling.

SECTION—B

2. What is buying behaviour ? Discuss the buying decision process.
3. Explain the marketing mix for Service Sector. How it is different from goods marketing ?
4. How marketing is different from selling ? Discuss the various functions of marketing.
5. Why segmentation and targeting are interrelated with each other ? Explain it with example.

SECTION—C

6. What is advertising ? Explain the different media & objectives of advertising ?
7. Discuss various sales promotion tools and techniques for consumer sales promotion.
8. Explain Pricing strategy :
 - (1) Penetration Pricing Strategy
 - (2) Skimming Pricing Strategy
9. What is New product development ? Explain the process of new product development.