

Exam. Code : 105403

Subject Code : 1469

BBA Semester—III

**FUNDAMENTALS OF MARKETING
MANAGEMENT**

Paper—BBA-305

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Students have to attempt any TEN questions carrying 1 mark for each question. $10 \times 1 = 10$

- I. Definition of Marketing.
- II. Marketing Mix.
- III. Factors influencing purchase.
- IV. Product Mix.
- V. Segmentation .
- VI. Direct Marketing.
- VII. New trends in packaging.
- VIII. Non-Store Retailing.
- IX. What is meant by branding ?
- X. Customer satisfaction.
- XI. Marketing concept v/s selling.
- XII. Green Marketing.

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SECTION—B

Students have to attempt any **TWO** questions carrying **10** marks for each question. $2 \times 10 = 20$

- I. Explain the forces operating in a marketing environment ?
- II. What is the scope and importance of marketing ? Explain the buying process.
- III. "Marketing starts with the consumer and ends with the consumer". Explain the statement.
- IV. Define Market Segmentation and explain its relevance in marketing ready made garments.

SECTION—C

Students have to attempt any **TWO** questions carrying **10** marks for each question. $2 \times 10 = 20$

- I. Explain the different marketing strategies to be followed during different stages of product- life cycle.
- II. Define Product. Explain different types of products with suitable examples.
- III. "Cost plus pricing may appear to be a simple idea but there are practical difficulties in adopting such a policy". Discuss.
- IV. Explain the significance of the various channels of Distribution.