

**Exam. Code : 105403**

**Subject Code : 1477**

**BBA 3<sup>rd</sup> Semester**

**BBA-305 : FUNDAMENTALS OF MARKETING  
MANAGEMENT**

Time Allowed—3 Hours] [Maximum Marks—50

**Note :** There are three Sections of this paper, Sections A, B and C. Section A is compulsory consists of twelve short questions carrying 1 mark each, Students have to attempt any **ten**. Each of Sections 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. Local marketing
- II. Skimming Pricing
- III. E-Retailing
- IV. Non-store retailing
- V. Mass marketing
- VI. Selling
- VII. Advertising
- VIII. Managing logistics
- IX. Customer satisfaction and loyalty
- X. CRM
- XI. Packaging
- XII. Personnel selling.

466(2117)/BSS-22675

(Contd.)

**SECTION-B**

2. What is difference between selling & marketing ? Explain the various functions of marketing.
3. Why marketing is important for business originations ? Explain the nature and scope of the marketing.
4. Explain the marketing mix for goods. How it is different from service sector marketing ?
5. How segmentation and targeting are interrelated with each other ? Explain it with example.

**SECTION-C**

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