

Exam. Code : 105403  
Subject Code : 1381

Bachelor in Business Administration (BBA) 3<sup>rd</sup> Semester  
(Batch 2020-23)

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

Time Allowed—3 Hours] [Maximum Marks—50

**Note** :— Attempt *five* questions in all, selecting at least *one* question from each section. The *fifth* question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. How would you define the Marketing Management ? Highlight the scope of marketing and philosophies of marketing.
2. What is marketing environment ? Explain in detail how the macro environment affects the marketing strategies.

**SECTION—B**

3. What are the marketing strategies required in the different stages of product life cycle ?
4. How segmentation is required in marketing strategies ? What are the patterns of segmentation ? Explain them in detail.

**SECTION—C**

5. How will you describe the pricing ? What are the pricing methods used by the marketing manager ?
6. Highlight the major decisions taken by the marketing manager regarding the product. What are the different categories of product ?

**SECTION—D**

7. Write short note on the : Interactive Marketing, WOM, Personal Selling and Sales Promotion.
8. Discuss the requirement of advertising. What are the different methods used for budgeting of advertising ?