

S.No. : 109

BBAL 2403

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 29124

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**Int. BBA, LLB Examination 2017-18**

(Fourth Semester)

**MARKETING MANAGEMENT**

*Time : Three Hours]*

*[Maximum Marks : 60*

**Note :-** Attempt all questions.

**SECTION - A**

1. Attempt all parts of the following :  $8 \times 1 = 8$

- (a) Exchange and transaction
- (b) Strategic alliances
- (c) Market potential
- (d) Niche marketing
- (e) Mega marketing
- (f) Brand equity

**[P. T. O.]**

- (g) Direct marketing
- (h) Product concept

### SECTION – B

2. Attempt any two parts of the following :  $2 \times 6 = 12$
- (a) Explain various types of macro-environmental forces.
  - (b) “Target market follows market segmentation.” Discuss.
  - (c) Explain the concept of product life cycle with strategies that are used in its different stages.
  - (d) Can a business run today without advertising? Give reasons in support of your opinion.

### SECTION – C

**Note :-** Attempt all questions. Attempt any two parts from each questions.  $5 \times 8 = 40$

3. (a) Explain the concept of marketing mix.
- (b) What is Differentiation? Explain its various types.
- (c) Explain Michael Porter five forces model.

4. (a) Explain AIDA model.
- (b) What do you mean by Distribution Channel? Explain how a firm takes decision regarding their channel design.
- (c) Explain vertical marketing system and horizontal marketing system.
5. (a) Explain Ansoff's product market expansion grid.
- (b) Describe the steps involved in the organisational buying decision process.
- (c) Briefly explain how the effectiveness of internet as a media option is measured.
6. (a) What is Positioning? What factors are considered in determining the positioning strategy.
- (b) Explain the concept ‘Customer Relationship Management.’
- (c) What do you mean by ‘Service Mix’?

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