

S.No. : 434

BBAL 2403

No. of Printed Pages : 03

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

PAPER ID : 29124

Roll
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(Int.) BA LL B Examination 2016-2017

(Fourth Semester)

MARKETING MANAGEMENT

Time : 3 Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION - A

1. Attempt all questions : $8 \times 1 = 8$

- (a) Selling concept
- (b) Stated and unstated needs
- (c) Life style
- (d) Unsought goods
- (e) Brand equity
- (f) Niche marketing
- (g) Market share
- (h) Customised marketing

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SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- Explain Holistic marketing concept.
 - What is meant by Market Segmentation? What are the basis of market segmentation?
 - What do you mean by Product Mix? Give example.
 - Comment on usefulness of considering motivation and consumer involvement in advertisement message development.

SECTION – C

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

3. (a) Explain the process through which a consumer takes a decision about any product purchase.
- Explain new product development process.
 - Explain mark-up pricing and value pricing.

- Explain DAGMAR approach in advertising.
 - Explain vertical marketing system and horizontal marketing system.
 - What factor are considered in setting the marketing communication mix.
- What is Marketing Plan? What are its contents?
 - Briefly explain the difference between measuring the effectiveness of newspaper and television as media.
 - Give differences between advertising and public relations.
- What are the factors on which allocation of advertisement budget depends?
 - What is Relationship Marketing?
 - Explain the concept 'Service Mix'.
