

**Bachelor of Business Administration
Annual Examinations – 2006**

**Paper BBAD - 201
Marketing Management**

Time allowed: Three hours

Maximum Marks: 100

SECTION – I

Marks

Q1. Attempt all the questions given below. Fill in the blanks

20X1=20

- i) The 4Ps of marketing are i) _____ ii) _____ iii) _____ and iv) _____.
- ii) Concept of customer's satisfaction in marketing given by _____.
- iii) Advertising is a means of _____.
- iv) _____ is a technique that attempts to use a high price to establish an image of quality or exclusivity.
- v) Breakeven point =? / ?
- vi) E.O.Q stands for _____.
- vii) Marketing research is a study of _____.
- viii) _____ is one of the most important factor for market segmentation.
- ix) Sales forecasting helps in discovering new _____.
- x) Pricing decision means _____.
- xi) The first task of the channel management is to _____.
- xii) Sales promotion means _____.
- xiii) Organisational products can be categorised into _____, _____, _____ and _____.
- xiv) _____ is the process of moving products from the producer to the consumer.

SECTION – II

Q2. Answer six questions. All questions carry equal marks i.e. 5 marks each

5X6=30

- i) Explain the difference between marketing and selling.
- ii) Explain need satisfaction and buyers behaviour.
- iii) Define product and explain its importance.
- iv) What are the information required by price setters.
- v) Discuss the importance of price policy.
- vi) Explain the importance of channel distribution.
- vii) Distinguish between the personal interview survey and direct mail survey.
- viii) Money spent on advertisement is not wasteful, do you agree? Give reasons.

SECTION – III

Q3. Attempt any five questions. All questions carry equal marks i.e.10 marks 5X10=50

- i) Explain the functions of marketing management. What are the various principles of marketing management?
- ii) What do you mean by marketing mix? What are the factors affecting marketing mix? Explain in detail.
- iii) What do you mean by pricing decision? Describe their objectives and contents.
- iv) What do you mean by channels of distribution? Explain types and functions of channels of distribution?
- v) "Marketing research is vital for evolution of sound marketing strategy." Critically examine this statement.
- vi) What is market segmentation and explain its objectives and importance?
- vii) What is sales budget? Discuss the principal factors that are to be considered in developing the sales budget.
- viii) What is the relationship between advertising and selling? How does it help in selling? Discuss.