

DL-5 of 21 November 2009 Your Roll No.....

**BACHELOR OF BUSINESS
ADMINISTRATION I YEAR
EXAMINATION, 2010**

Paper — BBAD-201

MARKETING MANAGEMENT

Time : 2½ Hours

Maximum Marks : 70

*(Write your Roll No. at the top immediately
on receipt of this question paper.)*

*Answer ALL questions of Section A, any SIX questions
of Section B and any THREE questions of Section C.*

SECTION -A (1 × 10 = 10)

Fill in the blanks:

1. _____ is the ability of product to satisfy customers' wants.
2. _____ decides the success or failure of an enterprise.
3. TAT stands for _____.
4. Product defect is one of the causes of _____ of a new product.
5. Pricing decision of enterprise are affected by _____.

P.T.O.

6. The first task of channel management is to _____.
7. The dictionary meaning of research is that it is a _____.
8. Sales promotion means _____.
9. According to Allen, Forecasting is a _____.
10. Advertising is a paid form of _____.

SECTION B (6 × 5 = 30)

11. "It pay to advertise" - Discuss.
12. Discuss the role of sales forecasting in marketing planning.
13. Explain the tools of sales promotion.
14. Explain the procedure and limitation of marketing research.
15. Explain the importance of channels of distribution.
16. What are the informations required by price setter?
17. Define product and explain its importance.
18. Explain need satisfaction and buyers' behaviour.

SECTION C (3 × 10 = 30)

19. How does the study of economic theory, psychology, sociology and anthropology help in understanding the buyer behaviour?
20. What is marketing mix? Explain the factors affecting marketing mix.
21. Define the term marketing and explain its functions. Explain 'Seller Market' and 'Buyers' Market'.
22. Explain the process of developing a new product. List down factors that are responsible for failure of a new product.
23. Write short notes on
 - a) Non price competition
 - b) Resale price maintenance.