

Punjab Technical University
BBA Examination 2006-2007

BBA (202)(Old) (Semester. - 2nd) MARKETING MANAGEMENT 2007

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

- 1) Section -A is Compulsory.**
- 2) Attempt any Nine questions from Section - B.**

Section - A

(15 × 2 = 30)

Q1)

- a) Define Marketing Management.
 - b) Macro Environment of Marketing.
 - c) Components of Buying behavior Model.
 - d) Explain selling and Marketing.
 - e) New Product development Process.
 - f) Components of Marketing Mix.
 - g) Penetration Pricing.
 - h) Product Promotion.
 - i) Mastering Service Quality.
 - j) Niche Marketing.
 - k) Concept Testing.
 - l) Augmented Product.
 - m) Value Pricing.
 - n) Packing and Packaging.
 - o) Brand Positioning.
- J-8617[S-9700621] P.T.O.

Section - B

(9 × 5 = 45)

- Q2) Explain nature and scope of Marketing Management?
- Q3) What do you understand by market segmentation? In what different ways may a market be segmented?
- Q4) What are the psychological determinants and explanations of consumer behaviour?
- Q5) Define Product planning and describe its Process.
- Q6) Product positioning as a strategy of Product market integration has come to play an important role. Do you agree? Discuss with Indian examples.
- Q7) What different brand strategy options are available to company? Discuss their relative strengths and weaknesses.
- Q8) How is price determined under different competitive situations according to the price theory? Explain.
- Q9) Define advertising and distinguish it with Personal selling, sales Promotion, and publicity.

Q10) Define distribution channel and describe its role in facilitating delivery of value satisfaction to consumers.

Q11) The modern Marketing Organization has emerged through an evolutionary Process. Do you agree? Discuss with the help of illustrations.

Q12) While implementing the marketing concept, how would you reconcile between the business expectation of Profit and consumer aspiration for need satisfaction? Suggest your strategy.

Q13) Explain the Product Life cycle stages and their associated strategies for survival of an organization in the competitive world.