

Punjab Technical University
BBA Examination 2007-2008

BBA Semester 2nd MARKETING MANAGEMENT 2008

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 x 2 = 30)

- a) What is difference between marketing and selling?
- b) Define Market.
- c) Define objective of pricing.
- d) Differentiate between consumer goods and industrial goods.
- e) Discuss components of Marketing Information System.
- f) Differentiate between need and want.
- g) What is Advertising?
- h) What do you mean by Segmentation.
- i) Define importance of packaging in this era of competition.
- j) Why is the people element so important in services marketing?
- k) What is sales forecasting?
- l) Define product?
- m) What is positioning?
- n) What is the societal concept of marketing?
- o) Differentiate between 'Customer' and 'Consumer'.

Section – B (9 x 5 = 45)

- Q2) Discuss in detail the Marketing Environment. Outline the major environmental factors affecting the marketing decisions.
- Q3) What do you mean by Marketing Management? What are the important functions performed by marketing manager in the era of globalization.
- Q4) What is Product Life Cycle? Discuss the major marketing strategies that are to be followed at various stages of PLC.
- Q5) Outline the various elements of the promotional mix, with suitable illustrations.
- Q6) Describe alternative pricing strategies. Describe the important factors to be considered while pricing a product.
- Q7) Describe the various factors influencing consumer behavior. Explain the consumer buying process with suitable examples.
- Q8) What do you understand by marketing channels? Discuss different factors affecting the choice of distribution channel.
- Q9) What are the elements of service marketing mix? How these elements are used in framing a marketing strategy for services.
- Q10) What do you understand by "New Product"? Discuss the stages of new product development process.

Q11) "The present day marketing is consumer oriented". Explain using suitable examples.

Q12) Explain the reasons, which has stimulated the growth of services in India.

Q13) What is market targeting? How does a marketing segmentation strategy help in market targeting?