

AC-3402

Seat No. _____

Second Year B. B. A. Examination

April / May – 2003

Marketing Management

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) All questions are **compulsory**.
(2) Figures to the **right** indicate full marks.

- 1** (a) Explain any **three** of the following : **7**
(i) Re-marketing
(ii) Marketing
(iii) Exchange
(iv) Transaction
(v) Value and Satisfaction.
(b) Explain the steps of Marketing Information System (MIS). **7**

OR

- 1** (a) Define Marketing Mix. Explain the 4P's of marketing mix. **7**
(b) Define primary data and secondary data. Explain the advantages and dis-advantages of secondary data. **7**
2 (a) Explain how the current market demand is estimated. **7**
(b) Define Segmentation. Discuss the Geographic Segmentation. **7**

OR

- 2** (a) Discuss the following techniques of forecasting demand : **7**
(i) Expert opinion
(ii) Test marketing.
(b) Write a note on 'Competitive Advantage' with reference to Positioning. **7**

- 3** (a) Discuss the various product-line stretching decisions. **7**
(b) Explain the 'Introduction Stage' of Product Life Cycle (PLC). **7**

OR

- 3** (a) Explain the following : **7**
(i) Brand Sponsor
(ii) Brand Extension.
(b) Explain the following steps of new product development process : **7**
(i) Marketing Strategy Development
(ii) Commercialization.

- 4** (a) Discuss the internal factors affecting pricing decision. **7**
(b) Discuss the various Retailing Decisions. **7**

OR

- 4** (a) Explain the cost-based pricing approaches. **7**
(b) Define 'Distribution Channel's. Explain the different channel levels. **7**

- 5** Write short notes on any **two** of the following : **14**
(1) Psychological factors affecting consumer behaviour
(2) Advertising message
(3) Trade promotion tools
(4) Public Relation tools
(5) Personal Selling Process.