

END TERM EXAMINATION

THIRD SEMESTER [BBA] FEBRUARY 2023

Paper Code: BBA-203
BBA(B&I)-201

Subject: Marketing Management

(Batch 2021 Onwards)

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory.

- Q1 Answer **any five** from the following:- (5x5=25)
- (a) Elaborate STP.
 - (b) Outline the process of New Product Development.
 - ✓ (c) Discuss briefly the concept of PLC.
 - ✓ (d) What is Modern Marketing?
 - (e) Differentiate between Conventional & Vertical marketing Channel.
 - (f) Elaborate IMC.
 - ✓ (g) What is Sales promotion? How is it different from Personal Selling?
 - ✓ (h) Marketing satisfies needs by providing Utility. Elucidate.
- Q2 Explain Marketing process. What are different Marketing Philosophies and which one is the latest out of these? Do you agree with that philosophy of marketing? (12.5)
- Q3 What are the various basis on which market may be segmented? Explain the steps in the segmentation process. Also list the effective segmentation criteria. (12.5)
- ✓ Q4 What is positioning? Why is it an important part of marketing strategy? Explain any five basis that can be used by marketers for positioning of brands. (12.5)
- Q5 "Marketers use an array of tools for the purpose of communicating and promoting their products and services." In the light of above statement, explain the concept of Promotion Mix and its various components. (12.5)
- ✓ Q6 Differentiate between Marketing & Selling. What do you mean by Marketing Mix? Elaborate. (12.5)
- ✓ Q7 Discuss the process for determining the price of a product. What are different pricing strategies a company can adopt? (12.5)
- ✓ Q8 Write short notes on the following:- (12.5)
- ✓ (a) Digital Marketing
 - ✓ (b) Green Marketing
 - ✓ (c) Social Media Marketing

2nd Sem Paper

Michael Hoelscher



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Table of Contents 2nd Sem Paper

1. Understanding the eBook 2nd Sem Paper
 - The Rise of Digital Reading 2nd Sem Paper
 - Advantages of eBooks Over Traditional Books
2. Identifying 2nd Sem Paper
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an 2nd Sem Paper
 - User-Friendly Interface
4. Exploring eBook Recommendations from 2nd Sem Paper
 - Personalized Recommendations
 - 2nd Sem Paper User Reviews and Ratings
 - 2nd Sem Paper and Bestseller Lists

5. Accessing 2nd Sem Paper Free and Paid eBooks
 - 2nd Sem Paper Public Domain eBooks
 - 2nd Sem Paper eBook Subscription Services
 - 2nd Sem Paper Budget-Friendly Options
6. Navigating 2nd Sem Paper eBook Formats
 - ePub, PDF, MOBI, and More
 - 2nd Sem Paper Compatibility with Devices
 - 2nd Sem Paper Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of 2nd Sem Paper
 - Highlighting and Note-Taking 2nd Sem Paper
 - Interactive Elements 2nd Sem Paper
8. Staying Engaged with 2nd Sem Paper
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers 2nd Sem Paper
9. Balancing eBooks and Physical Books 2nd Sem Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection 2nd Sem Paper
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine 2nd Sem Paper
 - Setting Reading Goals 2nd Sem Paper
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of 2nd Sem Paper
 - Fact-Checking eBook Content of 2nd Sem Paper
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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