

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

UGP-311

B.B.A. (Part-II) Examination, 2021

Paper - BBA-208

MARKETING MANAGEMENT

Time : 1½ Hours]

[Maximum Marks : 70

Section-A

(Marks : 2 × 10 = 20)

Note :- All the *ten* questions are compulsory. Each question is to be attempted in around **50** words. Each question carries **2** marks.

Section-B

(Marks : 10 × 3 = 30)

Note :- Answer any *three* questions out of five. Each question is to be attempted in around **500** words. Each question carries **10** marks.

Section-C

(Marks : 20 × 1 = 20)

Note :- *One* question based on case study is compulsory and carries **20** marks.

Section-A

1. (i) What is a Product Line ?
- (ii) Identify the activities involved in physical distribution of goods.
- (iii) Write any *two* objectives of personal selling.
- (iv) What is Customized Marketing ?
- (v) What is Market Targeting ?
- (vi) Define Positioning in Marketing.

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- (vii) What is Marketing Myopia ?
- (viii) Differentiate between packaging and labelling.
- (ix) What is Cognitive Dissonance ?
- (x) What is called New Product Development ?

Section–B

- 2. Explain the stages of Product Life Cycle and strategies to adapt at every stage.
- 3. “The terms ‘Selling’ and ‘Marketing’ are frequently used in an interchangeable manner. However, selling is merely a tip of the iceberg called as Marketing.” Comment. Briefly explain various functions of Marketing.
- 4. “Success or failure of several consumer products in Indian Market in the recent past was directly related to Pricing Decision.” Comment. Explain nature and importance of Pricing Decisions with suitable illustrations from Indian Consumer Market.
- 5. Explain the stages involved in new product development.
- 6. What is meant by Market Segmentations? What are the criteria of successful Market segmentation ?

Section–C

- 7. Read the case and answer the questions given at the end of the case.

For many years KFC enjoyed worldwide success build on a few well-known highly standard conditions. The company with the golden arches served a simple menu hamburger, French fries, and milk-shakes or soft drinks. The food was priced low, its quality was consistent and it was served speedily from establishments that all looked alike and were extremely clean. In recent years, however, KFC has seen its growth rate slow down and its dominant market position slip. Why? The changes that have been occurring in the company’s external environment. Let’s start with the population scene. For many years KFC main customer group was young couples with several kids. Today, people are marrying at a much later

age and families have fewer children. So, KFC traditional customer bases are eroding. Then there are the cultural changes. Also, consumers have become more health conscious. Let's face It burgers, fries and shakes foundation of KFC success are not exactly at the top of the dietician's menu recommendations today. Consumers want convenience. In the past, they hopped in the care and drove to KFC. Today they can pop something into the microwave oven or phone Domino's to have a pizza delivered. Another challenge came as consumers became more concerned about their physical environment. KFC polystyrene hamburger packaging was attacked by people who demand the use of recycled and/or biodegradable products. Paralleling all these challenges were the growing number and effectiveness of competitors.

Questions :

- (a) List out and discuss, the major environmental changes being faced by KFC.
- (b) What should be the course of action to regain its dominant market position and to tackle competition ?