

Roll No. : .....

Total No. of Questions : 7 ]

[ Total No. of Printed Pages : 2

## **E-297**

**B.B.A. (Part-II) Examination, 2023**

**MARKETING MANAGEMENT**

Paper - BBA-208

*Time : 3 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) Differentiate between marketing and selling.
- (ii) What is Demarketing ?
- (iii) What is STP ?

**BRI-625**

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**E-297** P.T.O.

- (iv) What is Bundle Pricing ?
- (v) What is Product Line ?
- (vi) Differentiate between wholesalers and retailers.
- (vii) Outline steps in designing a distribution channel.
- (viii) What is Personal Selling ?
- (ix) What is Portfolio Analysis ?
- (x) Differentiate between Indoor and Outdoor advertisements.

### **Section–B**

2. Explain with some suitable examples, macro and micro environmental forces that affect marketing programs.
3. How are products and services different ? Explain with examples.
4. Explain all the stages of product life cycle.
5. What are the different elements of Promotional Mix ?
6. Discuss different types of distribution channels. What factors affect/influence the choice of distribution channels ?

### **Section–C**

7. BSL Limited is a leading bicycle manufacturer in India.  
The company is around 50 years old and enjoys good customer brand loyalty.  
Now the company wants to enter in electric cycle segment. As a marketing manager of BSL, devise a distribution channel strategy for the company.