

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 3

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B.B.A. (Part-II) Examination, 2022

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) Define Marketing.

(ii) What is Marketing Mix ?

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- (iii) What is Product Positioning ?
- (iv) Define Advertising.
- (v) Differentiate between Advertising and Publicity.
- (vi) What is meant by Market Segmentations ?
- (vii) What is Product Branding ?
- (viii) What is Promotion Mix ?
- (ix) Define Marketing Environment.
- (x) Define Product Line.

Section-B

2. Define Pricing. Discuss the various methods of pricing.
3. Discuss the major objectives of advertising. Identify the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer.
4. What is Consumer Behaviour ? Elaborate the different types of purchase behaviour in the purchase of a product, giving suitable examples.
5. Explain the various methods to measure Brand Equity.
6. Describe the role of Channel of Distribution.

Section–C

7. Read the case and answer the question given at the end of the case :

Reliable Tool Company is a manufacturer of hubs and axles for the trailer and heavy truck industry. Though the customer base is small, monthly sales at Reliable are approximately \$1 million. “You might say we have all of our eggs in one basket,” says owner A Bajaj. Reliable Tool has captured ‘A small piece of the pie’ but is the sole supplier of hub and axle components to its customer; therefore, it is critical that a component sales force be maintained in order to nurture those few but large accounts. Ninety-five percent of Reliable’s customers are located in Gujarat. Travel time to all customers is short but, given the nature of the industry, time spent with each customer is essential.

Question :

Design a promo mix for Reliable Tool Company. Which Promo tool should it concentrate on and why ? Design a sales force structure and motivation plan for Reliable Tool Company.