

Roll No.

E-1922

**Bachelor of Business Administration
(Fourth Semester)**

EXAMINATION, May-June, 2021

MARKETING MANAGEMENT

(117)

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Attempt all the *five* questions. *One* question from each Unit is compulsory. All questions carry equal marks.

Unit—I

1. Explain consumer behaviour and write about consumer decision process and factor influencing consumer buying behaviour.

Or

Write notes on the following :

- (a) Consumer Market
- (b) Industrial Market

[2]

Unit—II

2. Explain product life cycle and write factors affecting the life cycle of a product.

Or

Explain Branding. What is the importance of branding in current scenario ?

Unit—III

3. Explain pricing and describe different pricing strategies.

Or

Explain promotion, method of promotion and importance of promotion.

Unit—IV

4. What is distribution channel ? Discuss various types of distribution channel.

Or

“Distribution channel plays an important role in Marketing.” Explain the statement in detail.

Unit—V

5. Define research. Give definition, objectives, advantages and limitations of marketing research.

Or

State and explain functions of marketing information system. Write advantages and disadvantages of marketing information system.

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