

## SEMESTER EXAMINATION 2022-2023

(2nd Year 3rd Sem– BBALLB)

## MARKETING MANAGEMENT

Duration: 3:00 hrs.

Max Marks: 70

**Note: Attempt all questions. All questions carry equal marks. In case of any ambiguity or missing data, the same may be assumed and state the assumption made in the answer.**

Q 1.	<b>Answer any four parts of the following within 100 to 125 words.</b> a) Discuss the term consumerism. b) Elaborate Product life cycle c) Discuss the various causes of channel conflict. d) What is consumer behaviour? Which factors influence consumer behaviour? e) Distinguish between Marketing Mix and Product Mix. f) Short notes on Packing and labelling	4x3.5=14
Q 2.	<b>Answer any four parts of the following within 100 to 125 words.</b> a) Describe Green marketing. b) Discuss the term branding. c) distinguish between product and service d) Elaborate Customer relationship marketing. e) Discuss the determinants of consumer behaviour? f) Elaborate in detail on various elements of the marketing mix.	4x3.5=14
Q 3.	<b>Answer any two parts of the following within 200 to 250 words</b> a) Discuss the pricing of a product and the pricing policies b) Elaborate Branding. What are the various determinants of pricing decisions? c) Discuss the marketing opportunities and challenges in the current economic environment of India.	2x7=14
Q 4.	<b>Answer any two parts of the following within 200 to 250 words</b> a) Discuss the various emerging trends and issues in the market b) "Sales promotion is the success of the organization comment with the help of examples c) Elaborate New Product Ideas. Discuss the logical steps involved in new product development.	2x7=14
Q 5.	<b>Answer any two parts of the following within 200 to 250 words</b> a) Discuss the concept of market segmenting, targeting and positioning b) "Advertising sells the product." Do you agree with this statement? Give reasons. Explain the functions performed by advertising c) Discuss the cause and consequence of channel conflict.	2x7=14

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