



AL-5419

Seat No. _____

Second Year B. B. A. (Non CBCS) Examination

March / April – 2016

Marketing Management

Time : 3 Hours

Total Marks : 100

- Instructions :** (1) There are five questions and all questions carry equal marks.
(2) Figures on the right side indicate marks allocated to each of the questions.

- 1 Define term 'marketing.' Write a note on importance of marketing. **5+15**

OR

- 1 What is Product? Explain stages of New Product Development Process. **5+15**
- 2 (a) What is Product life cycle? Explain stages of product life cycle with diagram. **10**
(b) Explain social and personal factors affecting consumer behaviour. **10**

OR

- 2 (a) Discuss factors affecting marketing mix decisions. **10**
(b) Discuss any three price-setting methods. **10**
- 3 (a) What is Price? Briefly discuss pricing objectives. **10**
(b) Discuss steps in consumer adoption process. **10**

OR

- 3 Write a note on Marketing Research Process. **20**
- 4 Explain the factors affecting channel decisions. **20**

OR

- 4 What is market promotion? How is advertising different than personal selling? **5+15**

- 5 (a) Explain difference between selling concept and marketing concept ? 10

OR

- (a) Discuss method of sales promotion. 10
- (b) Read the Case and answer the questions : 10

Case : Recently, Puja Chemicals, Ahmedabad-based sole propriety unit, has developed new hair oil. The product is based on Ayurvedic concept. All formalities including packing and packaging, labeling, and brand name have been just completed. Mr. Mohanlas, the promoter of firm, is not professionally qualified and so he wants to take help of management consultant to introduce the product successfully in the local market. He is planning to introduce the same within the city first to know reactions of consumers and dealers. Mr. Mohanlas requests you to help him.

Exercise :

- (1) What types of advertising programme would you suggest to Mr. Mohanlas?
 - (2) Give your comment on pricing strategies for introductory stage.
 - (3) Do you recommend personal selling? Why?
 - (4) Suggest him suitable sales promotion tools.
 - (5) Do you think that Mr. Mohanlas should appoint professionally qualified and experienced manager to handle marketing activities?
-