

BBA PART II

YEAR 2020

SAMPLE QUESTION PAPER

SUBJECT- MARKETING MANAGEMENT

By :-Damyanti Sodha

#### VERY SHORT QUESTIONS

1. What do you mean by marketing?
2. What are the 4Ps of marketing?
3. What do you mean by product? Define
4. Write a few characteristics about marketing management?
5. What do you mean by branding?

#### SHORT QUESTIONS

1. What are the various means of promotions?
2. What do you mean by market segmentation?
3. Enumerate 4P's and 4C's of marketing Mix.
4. What are the factors affecting Marketing Mix?
5. What do you mean by PLC? write any 4 characteristics of PLC.

#### LONG QUESTIONS

1. Define Marketing. Describe in detail the importance and relevance of marketing in India.
2. What is Marketing Mix? Discuss the forces affecting Marketing Mix and explain its various elements.
3. What is Marketing Environment? State the elements of marketing environment and show how they influence marketing actions?
4. Explain the term 'Market Segmentation'. Describe in detail the different bases of market segmentation.
5. What do you mean by Product? Classify Products and explain each of them in brief.
6. What is Product Life Cycle? Explain the various stages of Product Life Cycle with the help of a diagram along with various marketing strategies
7. What do you mean by Product Development? Explain the process of Product Development.
8. Discuss the importance and components of product planning and development.
9. What is meant by Product Differentiation? Explain how it helps in creating an competitive advantage over the competitors.
10. What do you mean by Pricing? What are various factors affecting price of a product or service? Discuss.