AC-3402                      Seat No. ______
Second Year B. B. A. Examination
April / May - 2003
Marketing Management

Time : 3 Hours]                       [Total Marks : 70

Instructions : (1) All questions are compulsory.
               (2) Figures to the right indicate full marks.

1 (a) Explain any three of the following : 7
     (i) Re-marketing
     (ii) Marketing
     (iii) Exchange
     (iv) Transaction
     (v) Value and Satisfaction.
(b) Explain the steps of Marketing Information System (MIS).

OR

1 (a) Define Marketing Mix. Explain the 4P's of marketing mix. 7
     (b) Define primary data and secondary data. Explain the advantages and dis-advantages of secondary data.

2 (a) Explain how the current market demand is estimated. 7
     (b) Define Segmentation. Discuss the Geographic Segmentation.

OR

2 (a) Discuss the following techniques of forecasting demand : 7
     (i) Expert opinion
     (ii) Test marketing.
     (b) Write a note on 'Competitive Advantage' with reference to Positioning.

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[Contd..
3 (a) Discuss the various product-line stretching decisions.  
(b) Explain the 'Introduction Stage' of Product Life Cycle (PLC).

OR

3 (a) Explain the following:
   (i) Brand Sponsor
   (ii) Brand Extension.
(b) Explain the following steps of new product development process:
   (i) Marketing Strategy Development
   (ii) Commercialization.

4 (a) Discuss the internal factors affecting pricing decision.  
(b) Discuss the various Retailing Decisions.

OR

4 (a) Explain the cost-based pricing approaches.  
(b) Define 'Distribution Channel's. Explain the different channel levels.

5 Write short notes on any two of the following:
   (1) Psychological factors affecting consumer behaviour
   (2) Advertising message
   (3) Trade promotion tools
   (4) Public Relation tools
   (5) Personal Selling Process.