

Seat No. : \_\_\_\_\_

**AI2-116**

**April-2016**

**BBA, Sem.-IV**

**CC-209 : Marketing Management**

**Time : 3 Hours]**

**[Max. Marks : 70**

1. (a) What is meant by product ? Explain different levels of product along with its classification. 7

**OR**

Explain the meaning and different stages of product life cycle.

- (b) Explain new product development process. 7

**OR**

State the meaning and factors affecting to “Product-mix”.

2. (a) Explain different branding strategy decisions. 7

**OR**

Explain the following concept :

- (1) Brand Equity  
(2) Brand Relaunch

- (b) Explain various objectives of pricing. 7

**OR**

Explain different factors influencing pricing decisions.

3. (a) Explain different distribution channel levels. 7

**OR**

Explain role and importance of channels.

- (b) Explain the meaning and different types of wholesalers. 7

**OR**

Explain the following concepts :

- (1) Types of Intermediaries  
(2) Multi-channel marketing system

4. (a) Distinguish between advertisement and publicity. 7
- OR**
- Explain the process of developing an effective advertising programs.
- (b) Explain steps in personal selling process. 7
- OR**
- Explain the process of sales force management.
5. Do as directed : 14
- (1) What is VMS ? (1)
  - (2) What is packaging and labeling ? (3)
  - (3) Define direct marketing. (1)
  - (4) State the name of different pricing strategies. (1)
  - (5) What is meant by automatic vending ? (1)
  - (6) Define sales promotion. (1)
  - (7) Write down 5 M's of advertising programs. (2)
  - (8) Explain the term brand along with example. (2)
  - (9) Explain the meaning and tools of IMC. (2)
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