



Seat No. : _____

XX-118

B.B.A. Sem. - IV

April-2013

CC 209 – MARKETING MANAGEMENT

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Figures on the right side indicate marks for each question.
(2) **All** the questions are compulsory.

1. (A) What is PLC (Product Life Cycle) ? Discuss the characteristics of growth stage of PLC along with its marketing objective and its strategies. **7**

OR

What is a Product ? Give the product classifications on the bases of type of Consumers with examples.

- (B) Define product line and describe the various product line decisions. **7**

OR

List down the steps of new product development process and explain 'Idea Generation and Idea Screening' Steps in detail.

2. (A) Discuss the various factors influencing pricing decisions. **7**

OR

State the different pricing strategies and explain Going Rate Pricing, Cost Plus Pricing and Market Skimming Pricing.

- (B) Define Brand and write a note on Brand Equity. **7**

OR

Explain Brand name selection and Brand Sponsor decisions.

3. (A) Define channel levels. Discuss the different channel levels for consumer products. **7**

OR

Describe the various functions of channels.

- (B) Define Retailing. Discuss the various types of retail outlets. **7**

OR

Define wholesaling and discuss the various types of wholesalers.

4. (A) Define advertising. What can be the objectives and benefits of advertising ? 7

OR

What do you understand by Sales Promotion ? Explain the various types of Sales Promotions.

(B) Describe the various components of Promotion mix and discuss the various factors determining promotion mix. 7

OR

Explain the Personal Selling process.

5. Do as directed. 14

(1) Various tools like news, special events, speeches, mobile marketing, reporting and brochures are tools of _____. (Personal Selling/Public Relations)

(2) _____ consists of short term incentives to encourage purchase or sales of a product or service. (Event Marketing/Sales Promotion)

(3) _____ strategy involves severely limiting the number of intermediaries handling the Company's goods or services. (Exclusive distribution/Selective distribution)

(4) _____ is the stage of new product development where the product and marketing program are tested in more realistic market settings. (Test Marketing/Concept Development & Testing).

(5) A brand created and owned by a reseller of a product or service is called as _____. (Private brand/Manufacturer's brand)

(6) Using a successful brand name to introduce additional items in a given product category under the same brand name, such as new flavours, forms, colours or package sizes is called as _____. (Brand Extensions/Line Extensions)

(7) _____ means setting a low price for a new product in order to attract a large number of buyers and a large market share. (Skimming pricing/Penetration pricing)

(8) External factors affecting pricing decisions include _____. (Demand/Marketing objectives)

(9) Under _____ pricing method, different prices are charged for the same product by the company, in different market segments or zones. (Psychological/Differentiated)

(10) _____ level channel consists of a manufacturer selling directly to the final customer. (One/Zero)

(11) Mention the different levels of product.

(12) What is a 'Push Promotion' Strategy ?

(13) Specialty advertising means _____.

(14) Personal Communication channels involve _____.