PRN:		Course Code :	U28PC302

Second Year **BBA** Semester End Examination Winter 2024

Marketing Management

000721

Day and Date: Tuesday 3- 2 DEC 2024
Time : 10:30AM To 12:30PM

Max Marks: **50**
Duration: **2** hrs.

Instructions:
i. All questions are compulsory.
ii. Figures to the right indicate full marks.

			Marks	Bloom's Level	CLO
Q.1		**Attempt the following**			
		Assume you are Marketing Consultant and Appraise the process of Marketing with suitable examples.	10	V	CLO1
Q.2		**Attempt the following**			
	a)	Illustrate the process of marketing research in your own words.	05	II	CLO2
	b)	Explain different types of data collection methods with suitable examples.	05	II	CLO2
		OR			
	c)	Interpret about personal and social factors affecting on consumer behaviour.	05	II	CLO2
Q.3		**Attempt the following**			
	a)	List out the classification of products with relevant explanation.	05	IV	CLO3
	b)	Examine the stages of PLC with marketing consideration application to it.	05	IV	CLO3
		OR			
	c)	Analyze methods of pricing with suitable examples.	05	IV	CLO3
Q.4		**Attempt the following**			
	a)	Describe types of channels available for marketer to distribute the products in market.	05	II	CLO3
	b)	Elaborate promotion mix elements with suitable examples.	05	II	CLO3
		OR			
	b)	Explain the concept of channel design and selection in your own words.	05	II	CLO3
Q.5		**Write short notes Any Two**	10		
	a)	Social Media Tools		III	CLO4
	b)	Ethical Marketing Practices		III	CLO4
	c)	Digital Marketing		II	CLO4

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