

Roll No. 185901005016. [Total No. of Pages : 3

BBA-2073

B. B. A. (Third Semester)

EXAMINATION, 2020

MARKETING CONCEPTS

Time : Three Hours

Maximum Marks : 70

Note : Attempt questions from both Sections as directed.

Section—A

(Short Answer Type Questions)

Note : Attempt any *seven* questions. Each question carries 4 marks. $7 \times 4 = 28$

Write short notes on the following :

1. Nature of marketing.
2. Personal factors affecting consumer behaviour.

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- 3. Types of buying behaviour.
- 4. Marketing research process.
- 5. Basis of market segmentation.
- 6. Marketing strategies followed in introductory stage.
- 7. Idea generation techniques for new product development.
- 8. There is model for price setting.
- 9. Types of promotional tools.
- 10. Why are marketing intermediaries used?

Section—B

(Long Answer Type Questions)

Note : Attempt any *three* questions. Each question carries 14 marks.

$$3 \times 14 = 42$$

- 1. What is marketing information system ? Explain the process.
- 2. Explain the stages of product life cycle.

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- 3. How is pricing of a product done ?
- 4. Define marketing channels. Explain the channel design decisions taken by a firm.
- 5. What is channel conflict ? State its types. How can conflict be managed ?

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