



**BBD-010-001301**

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

**B. B. A. (Sem. III) Examination**

**July - 2021**

**Marketing Management - 01 : Paper - 301**

*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001301**

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : 70

- Instructions :** (1) All the questions carry equal marks.  
(2) Questions are to be attempted as per the internal choice given.  
(3) Marks appear on the right hand side in bold.

1 Explain Marketing Management. State the characteristics of marketing. 14

**OR**

1 What do you mean by market ? Explain the selling and marketing concepts in detail. 14

2 What is marketing mix ? Explain the elements of marketing mix. 14

**OR**

2 Define consumer behaviour. State importance of study of consumer behaviour. 14

3 Discuss the importance and objectives of market segmentation. 14

**OR**

3 Write notes on : undifferentiated, differentiated and concentrated marketing strategies. 14

4 State the classification of goods and services. 14

**OR**

4 Explain the concept and stages of product life cycle. 14

5 Define pricing. Discuss the objectives of pricing. 14

**OR**

5 Write short notes on : 14  
(i) Differentiated pricing.  
(ii) Psychological pricing.  
(iii) Skimming pricing.  
(iv) Penetration pricing.