



DH-010-001401

Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March - 2022

Bachelor of Business Administration

(Marketing Management - II)

(Old Course)

Faculty Code : 010

Subject Code : 001401

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

[Total Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) Figures on the right handside indicates.
(3) Market of that relevant question.

- 1 Define Market Promotion. Explain market promotion as market communication. Also give objectives of market promotion. 14

OR

- 1 What is Market Promotion ? Explain factors affecting market promotion. Also give definitions of advertising, personal selling sales promotion and publicity. 14
- 2 Define Sales Promotion. Explain various techniques of sales promotion. 14

OR

- 2 What is Personal Selling ? Explain it's features. Also give difference between advertizing and personal selling. 14
- 3 What is Physical distribution ? Explain key decisions associated with physical distribution. 14

OR

- 3 Define channel of distribution. Explain services provided by channel members. 14

- 4 Define Marketing Research. Explain process of marketing research. 14

OR

- 4 Explain Primary and Secondary data sources. Also give limitations of marketing research. 14

- 5 Case study : 14

The founder of starfish products is Pandora True love. Who started by making jewellery as a hobby at home Eventually Pandora began sell some of her jewellery at small craft fairs in the district where she lives. Her jewellery proved to be very popular, especially amongst the age group 14-18. It was low prices, but well made and very fashionable. Quite simply Pandora discovered that only was she good at making jewellery, but she had a feel for the market and jewellery fashions that would sell to younger customers.

From this humble beginnings, in just three years, Pandora has expanded her business and sales to the point where she now works full time and employs three people helping her to make the jewellery in a small workshop. At the moment she is selling mainly through craft fairs, but not at much larger national events.

Pandora wants to expand the business; demand is still strong and she has retained her flair for judging the market. She has to move to larger premises where she could take on more production staff. She has a small budget for promoting her products. Her main problem in relation to expanding the business she feels is distribution. To expand quickly she must secure retail outlets on a national basis through which she can market. Alternatively, she has considered if franchising might be an answer, with sales direct to customers in their own homes rather like Tupperware parties.

Questions :

- (1) What are the strategies of Pandora that gives her a good success in just three years ?
- (2) What is the present expansion plan of Pandora ? What problem she is facing ?
- (3) What distribution alternatives might be available to Pandora to expand her business and what are their relative advantages and disadvantages.