



**उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)**

**Programme Name-BBA-Fifth Semester**

**Programme Code-BBA-12**

**Course Name- Marketing Management**

**Course Code-BBA 501**

**Maximum Marks-40**

**Session -2016-17, Summer**

**Last Date of Submission: 15<sup>th</sup> December, 2016**

**Section-A**

**Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

**Discuss the following (1-8) –**

1. Difference between Marketing and Selling
2. Determinants of Consumer Behaviour
3. Types of Marketing Research
4. Stages of Product Life Cycle
5. Channel Strategy
6. Communication and promotional mix
7. Major sales promotion techniques
8. Types of retail formats

**Section-B**

**Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answers 02 questions only.**

1. a) Discuss various philosophies of marketing.  
b) Discuss the impact of various factors in Indian economic environment on businesses in the country.
2. Consider the company, Hindustan Unilever Limited, elaborate the company's marketing mix and give examples related to their 4 P's.
3. "Appropriate choice of channel of distribution plays an important role in ensuring success in marketing." Elucidate this statement with suitable examples.
4. Discuss the different steps involved in the buying process. Explain the role of the influencer and the decision-maker in the buying process.