
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

Programme Name-BBA-Fifth Semester
Programme Code- BBA12
Course Name- Marketing Management
Course Code- BBA 501

Maximum Marks -40

Session -2015-16, Summer
Last Date of Submission: 31st January, 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. Marketing concept vs. Production concept.
2. Marketing mix.
3. Stages of product life cycle
4. “Advertising is a waste” Discuss.
5. Functions of a wholesaler.
6. Word-of-mouth promotion.
7. Functions performed by channel intermediaries.
8. Different elements of brand equity.

Section-B

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

1. What is market segmentation? What are the major bases for segmentation?
2. Explain market –skimming and market penetration pricing strategies. Why would a marketer of innovative high-tech products choose market skimming pricing rather than market-penetration pricing while launching a new product?
3. Discuss in detail the different sales promotion techniques.
4. Describe the different factors that can be important in determining the price of a product?