

BBA 3rd Semester

Marketing Management

Code: 205

OBJECTIVE: The objective of this paper is to identify the foundation terms and concepts that are commonly used in marketing management. It also identifies the essential elements for effective marketing management.

QUESTIONS:

- 1) Define marketing and its different concepts?
- 2) Explain the concepts of segmentation, targeting and positioning in detail?
- 3) What is product life cycle (PLC)? Explain the various stages in the life cycle of a product?
- 4) Explain different channels of distribution with importance?
- 5) Differentiate between advertising and salesmanship?

PROCEDURE:

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from internet. The assignment should be handwritten and properly filled. Students should make assignment in the following manner:

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy AND Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and using diagrams.
10. Put Examples

OUTCOME:

After doing this assignment, students will come to understand the marketing management in conducting a business.

REFERENCE BOOKS:

1. Kumar, Ramesh; Application Exercises in Management, Vikas Publishing House, 2004.
2. Varshney & Gupta; Marketing Management , Sultan Chand & Sons, 2003.