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L.C.T.S.L

BBA Examination, 2024-25

(Odd Semester)

MARKETING MANAGEMENT

Time : Three Hours] *[Maximum Marks : 60*

Note :– Attempt all questions.

SECTION–A

1. Attempt all parts of the following : 8×1=8

   (a) Define marketing.

   (b) Write two features of segmentation.

   (c) Define product mix.

   (d) Write two forces of macro environment.

   (e) What is product design?

(e) Define the term strategic decision.

(f) What is full form of ISO?

(g) What does th 'Critical path' in CPM refer to?

(h) What is full form of PERT?

SECTION – B

2. Attempt any two parts of the following: $2 \times 6 = 12$

(a) Explain the various factors involved in making location decisions? Discuss product layout and process layout.

(b) 1100 units of a certain item of stock are needed over each year period. If the unit cost is 350 and the cost of each order is 165, and the carrying cost is 2.8%, then find the EOQ.

(c) What are the key principles of total quality mangement? How does it impact organizational culture? Explain ISO9000.

(d) Discuss simplex method? Briefly explain different terminologies used in simplex method.

SECTION – C

Note:- Attempt all questions. Attempt any two parts from each question. $5 \times 8 = 40$

3. (a) Briefly explain the historical evolution of the production and operations management function.

(b) Explain the basic principles of layout design? How do good layout help in profitability of an organization?

(c) What are the behavioural aspects involved in location planning? How do they affect decision-making?

4. (a) Evaluate the concept, objectives and utility of value analysis in material management.

(b) Briefly explain economic order quantity with example. Discuss its importance and disadvantages.

(c) Explain the significance of vendor relations in inventory management. How do good vendor relationships contribute in supply chain?

5. (a) Discuss the role of work study and work design in improving productivity.

(b) What do you understand by the term quality statements? Discuss steps in strategic quality planning?

(c) Discuss controllable factors and un-controllable factors in productivity? Discuss measurement of productivity.

6. (a) Discuss critical path method? What are different steps in determining critical path method?

(b) Discuss program evaluation and review technique. Discuss purpose of PERT analysis.

(c) Discuss how production and operations management function has changed from early manufacturing systems to modern practices such as automation and artificial intelligence.

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