

Seat No.	
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**B.B.A (Part - I) (Semester - II) (External) Examination,
April - 2015**

MARKETING MANAGEMENT (Paper - II)

Sub. Code : 22930

Day and Date : Friday, 17 - 04 - 2015

Total Marks : 40

Time : 12.00 noon to 2.00 p.m.

- Instructions :**
- 1) All questions are compulsory.
 - 2) Figures to the right indicate full marks.

Q1) What is pricing? What are the various methods of pricing? [14]

OR

Explain the importance of Advertising and Sales promotion?

Q2) Write short answer (Any two) : [16]

- a) Explain the 4 P's of Marketing Mix?
- b) What are the different product mix decisions? *
- c) What is the meaning and importance of Channels of distribution?
- d) Explain the meaning and importance of Branding?

Q3) Write short notes (Any two) : [10]

- a) Trade mark
- b) Concept of product
- c) Publicity
- d) Public relations

