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**BBA (Part - I) (Semester - II) Examination, April - 2016****MARKETING MANAGEMENT (Paper - II)****Sub. Code : 22930****Day and Date : Monday, 25 - 04 - 2016****Total Marks : 50****Time : 12.00 noon to 02.00 p.m.**

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

**Q1) Explain in detail the marketing mix elements? [15]**

OR

Explain in detail the elements of promotion mix?

**Q2) Write short answers (any two) : [20]**

- Explain the importance of Channels of distribution.
- What are the different product line decisions?
- What is the meaning and importance of Branding?
- What are the various methods of pricing?

**Q3) Write short notes (any three) : [15]**

- Trade mark
- Levels of product.
- Importance of pricing.
- Factors affecting choice of distribution channels.
- Product mix decisions.

