

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, April - 2017
MARKETING MANAGEMENT (Paper - II)
Sub. Code : 22930

Day and Date : Saturday, 22 - 04 - 2017

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) What is marketing mix? Explain the elements of marketing mix? [15]

OR

What is promotion mix? Explain the elements of promotion mix.

Q2) Write Short Answers (Any Two) : [20]

- What are the different product line decisions?
- What are the factors that affect in choice of distribution channel?
- What are the various methods of pricing?
- What is the meaning and importance of Branding?

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

- Importance of pricing.
- Importance of distribution channels.
- Levels of product.
- Trade mark.

