

<b>Seat No.</b>	
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**B.B.A. (Part - I) (Semester - II) Examination, March - 2014**  
**MARKETING MANAGEMENT (Paper - II)**  
**Sub. Code : 22930**

**Day and Date : Thursday, 27 - 03 - 2014**  
**Time : 12.00 noon to 2.00 p.m.**

**Total Marks : 50**

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

**Q1) What is Promotion mix? Explain the elements of Promotion mix? [15]**

**OR**

What do you understand Marketing mix? Explain the 4P's of marketing mix.

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

- a) What is meant by product line? What are the major product line decision.
- b) Discuss in detail the various factors influencing the choice of distribution channels.
- c) Explain the various factors influencing pricing decisions?
- d) What is branding? Explain the various advantages and benefits of branding.

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

- a) Penetration pricing.
- b) Trade marks
- c) Importance of channels of distribution.
- d) Importance of pricing.
- e) Concept of product.

