

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, November -2016

MARKETING MANAGEMENT (Paper - II)

Sub. Code : 22930

Day and Date : Saturday, 19 - 11 - 2016

Total Marks : 50

Time : 03.00 p.m. to 05.00 p.m.

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

Q1) What are the different levels of Products? Explain the product mix decisions?
[15]

OR

- * Explain the importance of Channels of distribution? What are the factors affecting choice of distribution channels?

Q2) Write short answers (Any two):
[20]

- a) Explain the 4 P's of marketing?
- b) Explain the importance of pricing?
- c) What is the meaning and importance of Branding?
- d) What are the different product line decisions?

Q3) Write short notes (Any two)
[15]

- a) Sales Promotion
- b) Methods of pricing
- c) Public relations
- d) Trade mark
- e) Factors influencing pricing decisions

