

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

**Day and Date : Monday, 10 - 11 - 2014**

**Total Marks : 50**

**Time : 12.00 noon to 2.00 p.m.**

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

**Q1) Define Marketing Mix? Explain the elements of marketing mix. [15]**

**OR**

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

**Q2) Write short answers (Any Two) [20]**

- a) Explain the factors affecting choice of distribution channel.
- b) Define branding. Explain the significance of branding.
- c) What are the different methods of pricing.
- d) Marketing manager need to take various product line decisions - discuss.

**Q3) Write short note (Any Three) [15]**

- a) Importance of pricing.
- b) Trade Mark.
- c) Levels of Product.
- d) Functions of channel of distribution.
- e) Factors influencing on pricing.

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