

**C - 09**

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**B.B.A. (Part - I) (Semester - II) Examination, October - 2015**  
**MARKETING MANAGEMENT (Paper - II)**  
**Sub. Code : 22930**

**Day and Date : Wednesday, 28 - 10 - 2015**

**Total Marks :50**

**Time : 3.00 pm. to 5.00 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 product? Explain the product line decision.**

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

- a) Explain with example the different levels of product.
- b) What are the factors that affect on choice of distribution channel?
- c) Pricing decision has involved various steps - comment
- d) Describe the elements of promotion mix.

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

- a) Branding
- b) Pricing Objectives
- c) Importance of sales promotion
- d) Product mix decision
- e) Importance of distribution channel

