

Seat No.	
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B.B.A. (Part - I) (Semester - II) Examination, 2013

MARKETING MANAGEMENT

Sub. Code : 22930

Day and Date :

Time :

Total Marks : 50

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

Q1) What is marketing mix? Explain the elements of Marketingmix. [15]

OR

What is a product concept? Explain the levels of product and various dimensions of a product concept.

Q2) Write short answers (any two) [2 × 10 = 20]

- a) Explain the demand based and competition based pricing.
- b) Define branding. Explain purpose and significance of branding.
- c) Explain the factors affecting choice of distribution channels.
- d) What is advertisement? Explain its objectives and Importance of advertisement.

Q3) Write short note (any three) [3 × 5 = 15]

- a) Trade mark.
- b) Public Relations (PR)
- c) Importance of personal selling
- d) External factors influencing pricing decisions.
- e) Importance of distribution channels.

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