

<b>Seat No.</b>	
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**BBA (Part - I) (Semester - II) Examination, Nov. - 2013****MARKETING MANAGEMENT****Sub. Code: 22930****Day and Date : Tuesday, 19 - 11 - 2013****Total Marks : 50****Time : 3.00 p.m. to 5.00 p.m.**

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

**Q1)** What is meant by marketing mix? How marketing mix influences the organisation's growth. **[15]**

OR

What is pricing? Explain the various methods of pricing.

**Q2)** Write short Answers (any two) : **[2 × 10 = 20]**

- a) What is Product Mix Decision? Explain the organisational goals and structure of product mix.
- b) What is sales promotion? Explain the sales promotional activities.
- c) Define personal selling. Explain steps in personal selling process.
- d) What is distribution channels? Explain the factors affecting choice of distribution channels.

**Q3)** Write short notes (any three) : **[3 × 5 = 15]**

- a) Role and Importance of Distribution channels.
- b) Levels of product.
- c) Role of promotion in marketing.
- d) Objectives of pricing
- e) Branding.

