

B.B.A. (Part-II) (CBCS Pattern) Semester-IV
UCB4C04 - Principles of Marketing Management-II

P. Pages : 1

Time : Three Hours



GUG/W/24/12028

Max. Marks : 80

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- Notes : 1. All question are compulsory.
2. All question carry equal marks.

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|-----------|-------------------|--|----|
| 1. | a) | Explain the meaning- After sales service & state its importance. | 8 |
| | b) | What is mean by branding? Explain the types of it. | 8 |
| OR | | | |
| | c) | Define product line & product Mix & its role in marketing. | 16 |
| 2. | a) | State the objective and characteristics of pricing. | 8 |
| | b) | Explain the strategies of pricing. | 8 |
| OR | | | |
| | c) | Explain the factors to be considered while determining the price policy. | 16 |
| 3. | a) | Define promotion. Explain the role of Promotion. | 8 |
| | b) | Explain the four elements of promotion. | 8 |
| OR | | | |
| | c) | What do you meant by public Relation? Explain its principles. | 16 |
| 4. | a) | Explain the concept of Distribution channel. | 8 |
| | b) | Explain the sales promotion techniques. | 8 |
| OR | | | |
| | c) | Describe the factor affecting choice of distribution channel. | 16 |
| 5. | Write short note- | | |
| | a) | Importance of Labeling. | 4 |
| | b) | Price Determination. | 4 |
| | c) | Selling process. | 4 |
| | d) | Characteristic of services. | 4 |
