

B.B.A.- III (CBCS Pattern) Semester-VI  
**UCB5EM2 - Marketing Management-II**

P. Pages : 1

Time : Three Hours



**GUG/W/24/13381**

Max. Marks : 80

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

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|-----------|----|--|-----------|
| <b>1.</b> | a) | Describe various pricing methods.  | <b>8</b>  |
|           | b) | Explain types of pricing.  | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | State the importance of Price Mix. Discuss the factors influencing in deciding pricing policies. | <b>16</b> |
|           |    |  |           |
| <b>2.</b> | a) | Explain the strategies for formulation of Distribution Channel.                                  | <b>8</b>  |
|           | b) | State the meaning & concept of Wholesaling & Retailing.  | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | What are Distribution Channels? State the characteristics of Distribution Channel.               | <b>16</b> |
|           |    |  |           |
| <b>3.</b> | a) | Discuss the importance and characteristics of Advertising.                                       | <b>8</b>  |
|           | b) | Explain personal selling as a tool of Sales Promotion.   | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | What do you mean by Promotion? State the methods of Promotion.                                   | <b>16</b> |
|           |    |  |           |
| <b>4.</b> | a) | Explain the impact other P's of Marketing Mix.   | <b>8</b>  |
|           | b) | State the importance of P's of Marketing Mix.  | <b>8</b>  |
| <b>OR</b> |    |  |           |
|           | c) | Explain the concept of other P's of Marketing Mix & its relevance in Marketing Mix.              | <b>16</b> |
|           |    |  |           |
| <b>5.</b> |    | Write short note.  |           |
|           |    |  |           |
|           | a) | Pricing Policies.  | <b>4</b>  |
|           |    |  |           |
|           | b) | Importance of Distribution Channels.   | <b>4</b>  |
|           |    |  |           |
|           | c) | Elements of Promotion.   | <b>4</b>  |
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|           | d) | 3 P's of Marketing Mix.  | <b>4</b>  |

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