

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

P. Pages : 1

Time : Three Hours



**GUG/S/23/13381**

Max. Marks : 80

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

1. a) What is Price? Explain the importance of price. 8  
b) State the pricing methods. 8

**OR**

- c) Discuss the factors influencing in deciding pricing policies. 16  
2. a) Explain the various types of distribution channels used by a marketing company. 8  
b) Describe the various characteristics of a wholesaler. 8

**OR**

- c) Explain importance and strategies of formulation of distribution channels. 16  
3. a) Explain the objectives of sales promotion. 8  
b) State the types of Promotion Mix. 8

**OR**

- c) Explain the importance and characteristics of advertising. 16  
4. a) What is the concept of marketing mix? 8  
b) Explain the concept of other P's of Marketing mix. 8

**OR**

- c) Discuss the characteristics and functions of extended 3P's of Marketing mix. 16  
5. Write short note.  
a) Price Mix. 4  
b) Concept of wholesaling. 4  
c) Personal selling. 4  
d) Relevance in Marketing mix. 4

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