

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

P. Pages : 1

Time : Three Hours



GUG/S/23/12028

Max. Marks : 80

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

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|-----------|--------------------|--|----|
| 1. | a) | Write the importance of quality of product. | 8 |
| | b) | State the advantages of Brand name for product. | 8 |
| OR | | | |
| | c) | Explain the functions of packaging and labelling. | 16 |
| 2. | a) | Explain the strategies of pricing policy. | 8 |
| | b) | State the procedure of price determination. | 8 |
| OR | | | |
| | c) | Narrate the factors influencing on pricing policy. | 16 |
| 3. | a) | Write the advantages of personal selling. | 8 |
| | b) | Discuss the qualities of salesmanship. | 8 |
| OR | | | |
| | c) | Explain the four elements of promotion. | 16 |
| 4. | a) | State the role of distribution channels. | 8 |
| | b) | Differentiate between wholesaling and retailing. | 8 |
| OR | | | |
| | c) | Explain the types of distribution channels. | 16 |
| 5. | Write short notes: | | |
| | a) | Trade mark. | 4 |
| | b) | Pricing objectives. | 4 |
| | c) | Public relation. | 4 |
| | d) | Service marketing | 4 |
