

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

P. Pages : 1

GUG/W/22/12028

Time : Three Hours



Max. Marks : 80

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

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| 1. | a) Write functions of packaging. | 08 |
| | b) Write a detail note on after sale service | 08 |

OR

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| | c) What is product line & product mix explain in detail. | 16 |
| 2. | a) State objectives of pricing. | 08 |
| | b) Write a note on price determination | 08 |

OR

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| | c) Discuss factors influencing pricing in detail. | 16 |
| 3. | a) Explain selling process in detail | 08 |
| | b) Write sales promotion techniques in detail. | 08 |

OR

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| | c) Discuss four elements of promotion & mix advertising medias in detail. | 16 |
| 4. | a) State characteristics of services. | 08 |
| | b) Write problems in service marketing | 08 |

OR

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| | c) Explain types of distribution channel & factors affecting choice of distribution channel. | 16 |
| 5. | Write short notes | |
| | a) Design of product | 04 |
| | b) Features of pricing | 04 |
| | c) Personal selling | 04 |
| | d) Whole selling & Retailing | 04 |
