

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/12028**

Max. Marks : 80

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

1. a) Explain the meaning – After sales service & state its importance. **8**  
b) Describe the functions of labeling in the marketing of product. **8**

**OR**

- c) Give the meaning of Trade mark and explain its objectives and importance. **16**  
2. a) Explain the factor influencing pricing policy. **8**  
b) State the procedure of price determination. **8**

**OR**

- c) Define 'Pricing' as a function of a marketing. Describe the major pricing objectives a company may set out to achieve. **16**  
3. a) Discuss the qualities of salesmanship. **8**  
b) Explain principle of public Relation. **8**

**OR**

- c) Discuss in details the four elements of promotion. **16**  
4. a) Explain problems in service Marketing. **8**  
b) Describe different types of distribution channels. **8**

**OR**

- c) Different between whole selling and Retail marketing system and explain characteristic of services. **16**  
5. Write short answers-  
a) Product line. **4**  
b) Pricing strategies. **4**  
c) Mix advertising medias. **4**  
d) State the concept of Distribution. **4**

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