

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

P. Pages : 1

Time : Three Hours



**GUG/S/25/13381**

Max. Marks : 80

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

1. a) How does market competition affect pricing decisions? Explain **8**  
b) What are the different types of pricing strategies? Discuss **8**

**OR**

- c) How can external factors, like government regulations and economic conditions, impact pricing policies? Discuss their influence on businesses' pricing decisions. **16**
2. a) What are the different types of distribution channels? Explain. **8**  
b) What is retailing? Explain the concept of retailing and the role it plays in the distribution of goods and services. **8**

**OR**

- c) What are the key characteristics of distribution channels? Discuss the roles and functions of intermediaries in a distribution network. **16**
3. a) What are the key elements of the promotion mix? Explain **8**  
b) What are the methods used in advertising? Explain **8**

**OR**

- c) What are the characteristics of effective sales promotion? Discuss how sales promotions can influence consumer behavior and increase sales. **16**
4. a) What are the extended 3 P's of the marketing mix? Explain **8**  
b) Why is the concept of 'People' important in the marketing mix? Explain how employees and customers influence the success of a marketing strategy. **8**

**OR**

- c) How do the extended 3 P's relate to the traditional 4 P's of marketing? Discuss. **16**
5. Write short notes:  
a) Types of pricing policies. **4**  
b) Concept of Retailing. **4**  
c) Characteristics of advertising. **4**  
d) Features of marketing-mix. **4**

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