

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

P. Pages : 1

Time : Three Hours



GUG/S/24/12028

Max. Marks : 80

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

1. a) Define Product. State the features of Product. 8
b) What do you mean by Packaging? State the functions of Packaging. 8

OR

- c) What is a Trade Mark? State the need & importance of Brand Name & Trade Mark. 16
2. a) Explain the Objectives of price determination. 8
b) Describe the various methods of pricing policy. 8

OR

- c) What is pricing? State the factors affecting Pricing. 16
3. a) Write a note on Advertising media. 8
b) Discuss the role of Public Relation in Promotion. 8

OR

- c) Define Promotion. State the process of selling. 16
4. a) What are the different types of Distribution Channels? 8
b) Discuss the problems related to Service Marketing. 8

OR

- c) Explain the concept of Distribution. Discuss the factors affecting choice of Distribution Channel. 16
5. Write short note-
a) After sales service 4
b) Importance of pricing 4
c) Publicity 4
d) Characteristics of services 4
