

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

P. Pages : 1

Time : Three Hours



**GUG/S/24/13381**

Max. Marks : 80

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

1. a) Write strategies of pricing mix. **8**  
b) Explain the content of pricing method. **8**

**OR**

- c) Discuss the factors influencing in deciding pricing policies. **16**  
2. a) Discuss distribution channels. **8**  
b) Explain the concept of wholesaling. **8**

**OR**

- c) Write about the various types channels of distribution used by a marketing company. **16**  
3. a) State the elements of promotion mix. **8**  
b) Explain in details and personal selling. **8**

**OR**

- c) What is promotion? Explain its types, methods, and importance. **16**  
4. a) What is concept of marketing mix. **8**  
b) Explain the 3P's of marketing mix. **8**

**OR**

- c) Explain the concept of other P's of marketing mix and their impact in details. **16**  
5. Write short answers.  
a) Types of pricing policies. **4**  
b) Concept of retailing. **4**  
c) Characteristics of advertising. **4**  
d) Relevance in marketing mix. **4**

\*\*\*\*\*