

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

P. Pages : 1

Time : Three Hours



GUG/S/24/13381

Max. Marks : 80

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- 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
