

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13381

Max. Marks : 80

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

1. a) Explain types and strategies of pricing method. 8
b) What do you mean by pricing? Explain its importance. 8

OR

- c) Explain the price mix and write strategies of pricing Mix. 16
2. a) Explain the importance of Wholesaling. 8
b) State difference between Retailing & Wholesaling. 8

OR

- c) Explain types of distribution channels & Write strategies for formulation of distribution channel. 16
3. a) State elements of Promotion Mix. 8
b) Explain the personal selling. 8

OR

- c) Write importance & types of Advertising. 16
4. a) Explain the concept of marketing mix. 8
b) Discuss impact of other P's of Marketing Mix. 8

OR

- c) Explain other P's of marketing mix & what their Relevance are in marketing mix. 16
5. Write short answers.
a) Skimming Pricing. 4
b) Retail objectives. 4
c) Public Relations. 4
d) 3 P's of Marketing Mix. 4
