

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

P. Pages : 1

Time : Three Hours



GUG/W/23/12028

Max. Marks : 80

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

1. a) Explain the Quality of product. 8
b) Explain function of packaging. 8

OR

- c) What do you meant by product. Explain it's feature and design. 16
2. a) Explain the factor affecting determination of the price. 8
b) Explain the concept of pricing. 8

OR

- c) Define Price Policies. Explain the method of Pricing Policies. 16
3. a) Explain importance of Publicity. 8
b) Explain principle of public Relation. 8

OR

- c) What do you meant by selling process. Explain the sales promotion Techniques. 16
4. a) Explain the problems in Service Marketing. 8
b) Explain the role of distribution. 8

OR

- c) Define channel of Distribution. Explain the factor affecting choice of distribution channel. 16
5. Write short notes.
a) Concept of Brand Name & Trade Marks. 4
b) Objective of Pricing. 4
c) Mix-Advertising Medias. 4
d) Whole selling and retailing. 4
