

B.B.A. Sem-VI  
**BBA3663 - Marketing Management-II**

P. Pages : 1

Time : Three Hours



**GUG/S/19/820**

Max. Marks : 80

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

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|-----------|-------------------|--|----|
| 1.        | a)                | Explain types and strategies of pricing method.                              | 8  |
|           | b)                | Explain factor influencing in deciding pricing policies.                     | 8  |
| <b>OR</b> |                   |  |    |
|           | c)                | Explain the price mix and different methods of pricing.                      | 16 |
| 2.        | a)                | Explain the importance of wholeselling.                                      | 8  |
|           | b)                | Explain the concept of Retailing & Wholeselling.                             | 8  |
| <b>OR</b> |                   |  |    |
|           | c)                | Explain importance and strategies of formulation of distribution channels.   | 16 |
| 3.        | a)                | Explain the characteristics of Advertising.                                  | 8  |
|           | b)                | Explain the personal selling.  | 8  |
| <b>OR</b> |                   |  |    |
|           | c)                | What do you mean by promotion mix. Explain its method.                       | 16 |
| 4.        | a)                | What is the concept of marketing mix.  | 8  |
|           | b)                | Explain the impact of other P in marketing mix.                              | 8  |
| <b>OR</b> |                   |  |    |
|           | c)                | Explain in brief the concept of marketing mix and their role in development. | 16 |
| 5.        | Write short note. |  |    |
|           | a)                | Pricing policies.  | 4  |
|           | b)                | Retail objectives.   | 4  |
|           | c)                | Public Relations.  | 4  |
|           | d)                | Relevance of marketing mix.  | 4  |

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