

**B.B.A. LL.B. (5 Year Degree Course) SEM-VI (2009 Course) :
SUMMER - 2019**

SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date : 15/04/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks : 80

S-2019-1589

N.B.:

- 1) Attempt **ANY SIX** questions including **Q. no. 1** which is **COMPULSORY**.
- 2) Question **no. 1** carries **20** marks and all other questions carry **12** marks each.

Q.1 Write short notes on (**ANY FOUR**)

- a) Globalization impact on marketing
- b) Marketing research
- c) Product mix
- d) Marketing v. selling
- e) Sale promotion
- f) Marketing management

Q.2 What is marketing? Explain process of marketing in brief.

Q.3 Define marketing management. Explain various functions of marketing management.

Q.4 What is the effect of liberalization and globalization on marketing?

Q.5 What is marketing research? Explain its importance and objectives.

Q.6 Explain distribution strategy and various channels of distribution in brief.

Q.7 Explain pricing steps in brief. Differentiate between discount and allowance.

Q.8 What is product classification? Describe in short concept of product life cycle.

Q.9 What is market segmentation? State the basis of market segmentation.

Q.10 What is promotion? Explain process of communication in marketing.

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