

B.B.A. LL.B. (5 Year Degree Course) SEM-VI (2015 Course) :

SUMMER - 2019

SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date : 15/04/2019

Time : 02.00 PM TO 05.00 PM
Max. Marks :60

S-2019-1543

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 What is market? Explain different types of markets.

OR

Define marketing. Explain various marketing functions.

Q.2 Define marketing management. Explain responsibilities of marketing executive.

OR

What is market segmentation? Explain its bases.

Q.3 Define marketing research. Explain its process.

OR

Explain the recent changes in marketing mix components (P's in marketing).

Q.4 Explain product life cycle. Analyse the advantages for marketing at each stage.

OR

Explain various steps in pricing.

Q.5 Explain various levels of distribution channel.

OR

Why Communication is important in marketing? Explain its process.

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