

**B.B.A. LL.B. (5 YEAR DEGREE COURSE) SEM-VI (2015  
COURSE) : SUMMER - 2018  
SUBJECT: MARKETING MANAGEMENT**

Day : **Monday**  
Date : **16/04/2018**

Time : **02.30 PM TO 05.30 PM**  
Max. Marks :60

**S-2018-1205**

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**N.B.:**

- 1) All questions are **COMPULSORY**.
  - 2) All questions carry **EQUAL** marks.
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- Q.1** Define marketing. Differentiate between selling and marketing.  
**OR**  
Analyse the needs and trends of macro environment in marketing.
- Q.2** Define marketing management. Explain the interface of marketing department with legal and finance departments.  
**OR**  
State the impact of privatization on marketing.
- Q.3** What is marketing research? Explain the elements of marketing research.  
**OR**  
Explain points to be considered for preparation of questionnaire in marketing research.
- Q.4** What is market targeting and positioning? Explain its importance.  
**OR**  
What is marketing segmentation? Explain its benefits.
- Q.5** What is new product development? Explain its necessity.  
**OR**  
State various objectives of advertisement. Explain different types of advertisement.

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