

**B.B.A. LL.B. (5 YEAR DEGREE COURSE) SEM-VI (2009
COURSE) : SUMMER - 2018
SUBJECT : MARKETING MANAGEMENT**

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

S-2018-1238

Time : **02.30 PM TO 05.30 PM**
Max. Marks : 80

N.B.:

- 1) Attempt **ANY SIX** questions in all **Q.No.1** is **COMPULSORY**.
 - 2) **Q.No.1** carries **20** marks and all other questions carry **12** marks each.
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Q.1 Write short notes on **ANY FOUR** of the following:

- a) Advertising
- b) Channels of Distribution
- c) Market Positioning
- d) Market Management Functions
- e) Market Survey
- f) Micro Environment

Q.2 Explain the logical steps involved for marketing of a Law book.

Q.3 Explain how marketing department can be interlinked with other functional departments?

Q.4 Define Marketing Research. Explain the importance and objectives of marketing research.

Q.5 Explain in detail the steps that you would follow for pricing a car.

Q.6 Explain the effects of liberalization, privatisation and globalization on marketing.

Q.7 Explain different approaches to marketing.

Q.8 Explain how one can activate market targeting and explain its advantages and disadvantages.

Q.9 Define marketing mix. Explain its elements.

Q.10 Explain different types of market.

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