

B.B.A. LL.B. (5 Year Degree Course) SEM-VI (2009 Course) :
WINTER - 2018
SUBJECT: MARKETING MANAGEMENT

Day : Saturday
Date : 20/10/2018

W-2018-1373

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

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.
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- Q.1** Write short notes on (**ANY FOUR**)
- a) Product Life Cycle
 - b) Selling v. marketing
 - c) Target marketing
 - d) Discount and allowances
 - e) Market segmentation
 - f) Market survey
- Q.2** Define marketing. Elaborate different approaches in marketing.
- Q.3** Analyze the impact of globalization on marketing.
- Q.4** What is product launch? Why is it important?
- Q.5** Define and explain marketing mix (P's of marketing).
- Q.6** Explain the changing marketing environment with respect to privatization and globalization in India.
- Q.7** What is sale promotion? Which tools are used in sales promotion?
- Q.8** Explain different channels of distribution.
- Q.9** State the functions of marketing executive.
- Q.10** What is market survey? Explain its importance.

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