

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

WINTER - 2018

SUBJECT: MARKETING MANAGEMENT

Day : Saturday
Date : 20/10/2018

W-2018-1334

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

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 Explain different approaches to marketing.

OR

Explain the process of marketing.

Q.2 Explain how marketing has an interface with Production, Finance and Legal departments.

OR

Explain different forms of marketing organization.

Q.3 What is market segmentation? Explain its benefits.

OR

Explain stages in new product development.

Q.4 What is price mix? What are various discounts and allowances in marketing, explain.

OR

What is sales promotion? Explain its various tools.

Q.5 What are different channels of distribution? Why middlemen are important in distribution.

OR

What are recent changes in marketing mix (P's of marketing).

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