

B.B.A.LL.B.SEM-VI (FIVE YEAR LAW) (CBCS-2015 COURSE): *Winter-2021*
SUBJECT: MARKETING MANAGEMENT

Day: Wednesday
Date: 15-12-2021

Time: 02:00 PM-04:30 PM
Max. Marks: 60

W-12547-2021

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) All questions carry **EQUAL** marks.

Q.1 a) What is market? Explain different types of market. (12)

OR

b) Explain the function of marketing executive.

Q.2 a) 'Today the world has become global village'. Explain the impact of it on marketing. (12)

OR

b) With examples explain what is market segmentation and its benefits.

Q.3 a) What is marketing mix? Explain various types of discounts and allowances allowed. (12)

OR

b) "Communication is necessity". Explain its objectives and process in advertising.

Q.4 a) 'Before entering into a market, research is must'. Explain marketing research process. (12)

OR

b) What is product mix? Explain the concept of product life cycle.

Q.5 a) "Channel of distribution is necessary for successful product" Explain its types and role in sales promotion. (12)

OR

b) Define marketing management. Explain various approaches to marketing management.

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