

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - VI : : SUMMER - 2022
SUBJECT : MARKETING MANAGEMENT

Day : Saturday
Date : 21-05-2022

S-12547-2022

Time : 10:00 AM-12:30 PM
Max. Marks : 60

N.B.:

- 1) All questions are **COMPULSORY**.
 - 2) All questions carry **EQUAL** marks.
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Q.1 a) Define Marketing. Explain various approaches to marketing. **(12)**

OR

b) Explain various functions of marketing management.

Q.2 a) Analyze the changing trends in marketing of macro environment in detail. **(12)**

OR

b) "Before entering market marketing research plays an important role." Explain Why?

Q.3 a) What Pricing steps will have to be taken for launching a new biscuit by FMCG Company in Indian market? **(12)**

OR

b) State the strategy to launch "Coir Mat" in global market, using sales promotion tools.

Q.4 a) Define marketing mix. Explain the concept of product life cycle with an example. **(12)**

OR

b) Explain the interface of marketing with finance and legal department.

Q.5 a) What is target positioning of a product explain with an example. **(12)**

OR

b) What are different channels of distribution? Explain the role of middle-men in channels and distribution.

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