

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)

B.B.A. LL. B. Sem - VI : WINTER- 2022

SUBJECT : MARKETING MANAGEMENT

Day : Thursday

Time : 02:00 PM-04:30 PM

Date : 24-11-2022

W-12547-2022

Max. Marks : 60

N.B.:

- 1) All Questions are **COMPULSORY**.
 - 2) All Questions are **12 Marks** each.
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Q.1 Define Marketing and give difference between selling and marketing.

OR

Q.1 What is sales promotion? Give difference between discounts and allowances.

Q.2 Explain different functions of marketing.

OR

Q.2 What is Market targeting and positioning. Give its importance.

Q.3 Explain the concept of product life cycle with an example.

OR

Q.3 Why advertisement is important in marketing? Explain in detail.

Q.4 What is marketing organization? Explain different forms of marketing organization.

OR

Q.4 Explain the various factors affecting marketing environment.

Q.5 What is Marketing Research? Explain the importance and objectives of marketing research in detail.

OR

Q.5 Define marketing management. Explain different P's of marketing.
