

B.B.A.(with Credits)-Regular-Semester 2012 Sem VI
BBA3663 - Marketing Management-II Paper- II

P. Pages : 1

Time : Three Hours



GUG/W/16/5125

Max. Marks : 80

- Notes : 1. All questions carry equal marks.
2. All questions compulsory.

1. a) What do you mean by price? Explain importance of pricing. 8
b) Write different pricing methods in detail. 8

OR

- c) Discuss the various types of pricing strategies & policies adopted by the firm. 16
2. a) What do you understand by the word "Retailing" ? Explain the different characteristics of retailers. 8
b) Explain various strategies for formulation of distribution channels. 8

OR

- c) Discuss characteristics & types of distribution channels. 16
3. a) Write importance of Advertising in detail. 8
b) Discuss the various types of Advertising. 8

OR

- c) Explain elements of promotion mix in detail. 16
4. a) Write impact of other P's of marketing mix. 8
b) Explain relevance of other P's in Marketing mix. 8

OR

- c) Explain the concept of marketing mix & Discuss the 4 P's of marketing mix in detail. 16
5. Write short answers.
a) Penetration pricing. 4
b) Characteristics of wholesalers. 4
c) Personal selling. 4
d) P's of marketing mix. 4
