

BBA-07**December – Examination 2020****BBA (Part II) Examination****Marketing Management****Paper : BBA-07***Time : 2 Hours]**[Maximum Marks : 70*

Note :- The question paper is divided into two sections A and B. Write answers as per the given instructions.

Section–A**7×2=14****(Very Short Answer Type Questions)**

Note :- Answer all questions. As per the nature of the question you delimit your answer in one word, one sentence or maximum up to **30** words. Each question carries 2 marks.

1. Explain the following terms :

- (i) Marketing Mix
- (ii) Branding
- (iii) Pricing

- (iv) Packaging
- (v) Retailing
- (vi) Sales Promotion
- (vii) Direct Marketing

- 8. Describe the important sales promotion aids.
- 9. Discuss the components of Rural Marketing.

Section-B **4×14=56**

(Short Answer Type Questions)

Note :- Answer any *four* questions. Each answer should not exceed **200** words. Each question carries 14 marks.

- 2. Define the new concept of Marketing.
- 3. Describe the various components of Marketing Environment.
- 4. Examine important decisions for a Product.
- 5. Examine the various methods of pricing.
- 6. Explain the important distribution channels.
- 7. Explain the process of marketing communication.