

**B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)**

**B.B.A. LL.B. (5 Year) Sem - IV : SUMMER : 2024**

**SUBJECT: MARKETING MANAGEMENT**

Day : Tuesday  
Date : 30/04/2024

**S-24951-2024**

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

**N.B.**

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

**Q.1 a)** Define Market and Marketing. Explain various types of market. (12)

**OR**

**Q.1 b)** Elucidate the recent changes taken place in building marketing strategies. (12)

**Q.2 a)** Mr. Raj wants to introduce a new automatic vegetable cutting machine in market. Build a strategy to study market with reference to market research and market segmentation. (12)

**OR**

**Q.2 b)** Select a promotional tool for marketing of a new mobile phone. Justify and also list the other promotional tool used in marketing. (12)

**Q.3 a)** Liberalization and privatization has change the marketing environment. Justify. (12)

**OR**

**Q.3 b)** Marketing department has to build an interface with various departments. Explain the interface with reference to legal and production departments. (12)

**Q.4 a)** Why the marketing manager has to initiate a price change or adjust the price. Give reason. (12)

**OR**

**Q.4 b)** Choose a product and explain the product life cycle in detail. (12)

**Q.5 a)** Write short notes on any **TWO** of the following: (12)

- i) Discount and allowances
- ii) Market positioning
- iii) Branding

**OR**

**Q.5 b)** Write short notes on any **TWO** of the following: (12)

- i) 7 P's of marketing
- ii) Classification of products
- iii) Logistic management

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