

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)
B.B.A. LL.B. (5 Year) Sem - IV : SUMMER : 2025
SUBJECT: MARKETING MANAGEMENT

Day : Saturday
Date : 17/05/2025

S-24951-2025

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 Marketing Management. Explain various functions of marketing.

OR

Q.1 B) What is marketing Environment? Describe in detail.

Q.2 A) Marketing Executive has to perform various functions. Express your views in relation to various departments in organisation.

OR

Q.2 B) What is Target Positioning? Give its importance.

Q.3 A) Explain the concept of product mix with example. Explain various levels of product which companies have to look for.

OR

Q.3 B) 'Right channel for distribution is must.' Justify with examples and types of channel of distribution.

Q.4 A) What is Pricing Mix? Explain various factors affecting pricing decision in relation to adjusting prices and initiating price change.

OR

Q.4 B) What is Sales Promotion? Explain various tools with example.

Q.5 A) Write short notes on:

- a) Branding
- b) Advertising

OR

Q.5 B) Write short notes on:

- a) Retailing
- b) Market Research

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