

**B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS-2021 COURSE)**  
**B.B.A. LL.B. (5 Year) Sem - IV : WINTER : 2024**  
**SUBJECT: MARKETING MANAGEMENT**

Day : Saturday  
Date : 26/10/2024

**W-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 Marketing. Explain various classification of market.

**OR**

**Q.1 B)** What is Marketing Organisation? Explain different forms of organisation.

**Q.2 A)** Analyse the changes occurring due to micro and macro environmental factors affecting marketing.

**OR**

**Q.2 B)** Why Market Research is crucial for target marketing and positioning?

**Q.3 A)** Define Product Mix. Explain with example product life cycle and when should be the introduction of new product.

**OR**

**Q.3 B)** Define Price Mix. Explain various methods of pricing.

**Q.4 A)** 'Middlemen are very important element in distribution channel.' Explain.

**OR**

**Q.4 B)** 'Without promotion and communication product cannot reach consumers.' Justify.

**Q.5 A)** Write short notes on:  
a) Types of advertisement copy  
b) Retailing

**OR**

**Q.5 B)** Write short notes on:  
a) Preparation of questionnaire  
b) 7 P's of marketing mix

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