

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)

B.B.A. LL. B. Sem - VI : SUMMER : 2024

SUBJECT: MARKETING MANAGEMENT

Day : Monday
Date : 15/04/2024

S-12547-2024

Time : 02:00 PM-04:30 PM
Max. Marks : 60

N.B. :

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

Q.1 A) "People tend to believe Selling and Marketing are similar concepts". Express your thoughts in relation to differences between Selling and Marketing. (12)

OR

B) "As Marketing Manager, various functions are to be performed to build marketing strategy for a company". Justify. (12)

Q.2 A) Define Marketing. Explain the different types of Marketing organization. (12)

OR

B) List and explain the strategies used for Market Targeting. Which strategy will be most suitable for Sony company to introduce new product? (12)

Q.3 A) "Segmentation results in smaller sub markets". Explain segmentation and the benefits in relation to statement given. (12)

OR

B) Explain the stages in Product Life Cycle with an example. What strategies will business apply to expand its growth stage? (12)

Q.4 A) As the sales promotion head, explain sales promotion tools that you would select for your new product. (12)

OR

B) List the factors that should be considered while pricing a new product. Explain the steps involved in pricing. (12)

Q.5 A) Write short notes on: (12)

- a) Distribution Channel
- b) Market Positioning

OR

B) Write short notes on: (12)

- a) Objectives of Marketing Research
- b) Communication importance in marketing.

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