

B.B.A. LL.B. (FIVE YEAR DEGREE COURSE) (CBCS - 2015 COURSE)
B.B.A. LL. B. Sem - VI : SUMMER : 2025
SUBJECT: MARKETING MANAGEMENT

Day : Friday
Date : 02/05/2025

S-12547-2025

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) "Studying the marketing environment is quite important." Discuss and differentiate between Micro and Macro Environment. (12)

OR

B) Why is Sales Promotion necessary? What are the objectives that one tries to achieve with sales promotion? (12)

Q.2 A) "Positioning plays an important role in creating Brand Image". Elaborate this with focus on benefits of market positioning. (12)

OR

B) Explain the forms of Marketing Organization. Describe the factors that influence the size of marketing department in an organization. (12)

Q.3 A) Explain the responsibilities and role of marketing manager towards stakeholders? (12)

OR

B) Define Marketing mix. Explain the pricing mix and strategy applied by "JIO" to conquer the market. (12)

Q.4 A) Define marketing. Explain the steps involved in marketing process. (12)

OR

B) Consider yourself as the marketing head of One Plus India which is about to launch its next mobile phone model for Indian market. Explain the marketing mix that you would prefer. (12)

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

- a) Types of market
- b) Functions of marketing management

OR

B) Write short notes on: (12)

- a) Distribution channel
- b) Types of Advertisement copy

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