

Roll No.

Y – 2842

B.B.A. (Fourth Semester) EXAMINATION, May/June-2021

Paper – 402

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* questions. All questions carry equal marks.

Unit-I

1. What is marketing ? Explain modern concept of marketing. 8

Unit-II

2. What is consumer behaviour ? Explain any one buyer behaviour model. 8

Unit-III

3. What is product ? Explain components of product planning. 8

Unit-IV

4. Elaborate factors influencing product pricing decisions. 8

Unit-V

5. What is a channel of distribution ? Discuss various channels. 8