

Roll No.

Y – 2842 (A)

B.B.A. (Fourth Semester) (SPECIAL) EXAMINATION, August 2021

(SECOND CHANCE)

Paper – 402

MARKETING MANAGEMENT

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* questions.

1. What is marketing mix ? Elaborate. 8
2. What is the concept of motivational research ? Explain its techniques. 8
3. Explain—
 - (a) Product line depth. 4
 - (b) Product line width. 4
4. What are the methods of price determination ? 8
5. What are the factors that determine choice of a channel of distribution ? 8

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