

B.B.A. Semester - 3 (CBCS) Examination
December.-2020 [NEW COURSE]
Marketing Management (Core)

Time: 1:30 Hours

Marks: 42

Instructions:

1. Figure to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any three of the following questions.

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- Q.1 Write about different elements of marketing mix. (14)
- Q.2 Explain the concept of a product. Write about the process of new product development. (14)
- Q.3 Explain the concept of price. How would you set the price of a product? (14)
- Q.4 What is market promotion? Also write about publicity and public relations in brief. (14)
- Q.5 Explain the concept of physical distribution and channel of distribution. Which factors affect the choice of channel members? (14)
