



MAW-010-001401 Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April - 2018

Marketing Management - II
(Old Course)

Faculty Code : 010

Subject Code : 001401

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

1 Define the various factors affecting promotion mix. 14

OR

1 Define the communication process. Also define the role of communication in the promotion mix. 14

2 Define Advertising and Personal Selling. Also define the difference between the two. 3+3+8

OR

2 (A) Publicity 7+7
(B) Public Relations

3 Enumerate and define the different services provided by the channel members in a distribution network. 14

OR

3 Explain in detail any five factors affecting distribution channel choice by a marketer. 14

4 What is marketing research? Define the process of marketing research in detail. 14

OR

4 (A) Primary Data 7+7
(B) Secondary Data

- 5 What is a case? How is case study useful in management education and training? 4+10

OR

- 5 A computer student of Saurashtra University has made a Mobile Application for Sending Gifts within the city of Rajkot. He has made tie-ups with various vendors in the city. 14

As a customer one can open the Application, select among the hundreds of products available, make an online payment and put in the name and address for delivery. The product would be gift packed and delivered within 24 hours as it is limited to the city of Rajkot alone.

- You are required to prepare a suitable Promotion Programme for this application.
