



**RAG-010-001401**

Seat No. \_\_\_\_\_

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

**March / April - 2019**

**Marketing Management - 02 : Paper - 401**

*(Old Course)*

**Faculty Code : 010**

**Subject Code : 001401**

Time : 2 Hours]

[Total Marks : 50

- Instructions :** (1) All questions are compulsory.  
(2) Figures on right side indicate marks.

1 Define market promotion. Discuss objectives of Market Promotion. 14

**OR**

1 What is market promotion mix ? Discuss factors affecting market promotion mix. 14

2 Define advertising. Explain in detail various advertising media. 14

**OR**

2 What is sales promotion ? Discuss methods of sales promotion. 14

3 Write a detailed note on physical distribution. 14

**OR**

3 What is channels of distribution ? Discuss factors affecting channel decisions. 14

4 Define marketing research. Explain process and limitations of Marketing Research. 14

**OR**

4 What is data ? Explain various sources of data. 14

5 What is case study ? Discuss role of case study in management education. 14

**OR**

5 Discuss the guidelines to conduct the case study. 14