

Course Code: 4BBA4  
Course: Marketing Management  
Credit: 3

Last Submission Date: October 31, (for January session)  
April 30 (for July Session)

Max. Marks:-30

Min. Marks:-10

Note:-attempt all questions.

- Q.1 What is Marketing? What is the scope of marketing?  
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- Q.2 What do you understand by marketing Environment?  
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- Q.3 Write short notes on market Segmentation.  
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- Q.4 What are the various steps of product life cycle?  
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- Q.5 What is Product mix? What are the factors that influence the product mix?  
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- Q.6 Define packaging. Explain the importance of Packaging.  
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- Q.7 Write short notes on Pricing Method.  
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- Q.8 Define the distribution channels. Discuss various types of distribution channels.  
वितरण वाहिकाएं को परिभाषित करे और उनके विभिन्न प्रकारों को समझाएँ।  
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- Q.9 What is Promotion mix? Explain the various elements of Promotion mix.  
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- Q.10 Write short note on Direct Marketing.  
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