



ADITYA DEGREE COLLEGES

* ANDHRA PRADESH *

IV SEMESTER - PREFINAL EXAMINATIONS

II BBA- MM

Max. Marks : 75

Time : 3 Hours

Date: 26-03-2020

SECTION-A

I Answer any Five questions:

5x 5 = 25 M

1. Market Vs Marketing
2. Consumer Goods
3. Packging Decision
4. Discriminant Pricing
5. Channel Conflict
6. Direct Marketing
7. Public Relations
8. News Papers and Magazine

SECTION-B

II. Answer the following questions:

5 x 10 = 50 M

9. (a) What is the Importance of Marketing in Business?

(Or)

- b) Explain the Concepts of Marketing with relavant examples?

10. a) Briefly explain about PLC in Marketing?

(Or)

- b) Brand Vs Labelling?

11. a) What is Price and explain Pricing Strategies?

(Or)

- b) Explain the following
i) Product Line and Product Width
ii) Product Depth and Consistency

12. a) What is Channel and explain about Channel Decisions in the Business Organisation?

(Or)

- b) What is channel conflict and causes for channel conflict?

13. a) Explain the Role of Advertising and Publicity in Promotional Mix?

(Or)

- b) Discuss Media and Types of Media?



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SECTION-A

I Answer any Five questions:

5x 5 = 25 M

1. Need of marketing in Business sector
2. Explain Labeling decision
3. Geographical pricing
4. Importance of marketing channels
5. Promotion mix
6. Social marketing concept
7. Product line
8. Types of media

SECTION-B

II. Answer the following questions:

5 x 10 = 50 M

9. (a) What are the elements of marketing environment?

(Or)

- b) Explain the following
- i) Selling concept
 - ii) Marketing concept

10. a) Explain marketing strategies for different stages of the product life cycle?

(Or)

- b) What is brand Decision? What are the different types of brand decisions?

11. a) Explain the essential steps in setting price for a product?

(Or)

- b) Explain the following
- i) Discriminatory pricing
 - ii) Product mix pricing

12. a) What are channel design decisions?

(Or)

- b) What is channel conflict? What are the causes for channel conflict?

(Or)

13. a) Explain the role of public relation in promotional mix?

(Or)

- b) Explain the process of personal selling?