

DEPARTMENT OF MANAGEMENT, SMBS,
JAMIA HAMDARD
Semester Examination, BBA 2nd Year Semester IV
Paper Title: Marketing Management- II, Paper Code: BBA C-16.

Time: 3 Hours

Max. Marks: 75

Section A

Attempt any SIX. All carries equal marks. (6x5) = 30

1. Write a short note on Selling as a Career.
2. Explain the concept and importance of Physical distribution.
3. What are different types of Advertising media?
4. What are the various ethical issues of advertising?
5. Explain in detail meaning and nature of Sales Promotion.
6. What are the factors affecting choice of particular channel of distribution?
7. Explain various functions of advertising.
8. Sales Promotion is considered the factor which changes the price value equation of a product in favour of the customer. Considering the above characteristic of sales promotion highlight its limitations.
9. What is Personal Selling? Explain significance and essence of personal selling

Section B

Attempt any THREE Questions, all carries equal marks (3x15) =45

1. (a) What are the various functions of Sales Promotion? (5 Marks)
(b) Explain in detail various methods of Sales Promotion. (10 Marks)
2. (a) Explain the concept of Promotion mix (7 Marks)
(b) Explain in detail various procedures of promotion mix. (8 Marks)
3. Explain in details role of various channels of distribution.
4. (a) What are relative merits and demerits of advertising? (6 Marks)
(b) Explain in detail various functions of advertising. (9 Marks)
5. (a) What are the various factors for measuring media effectiveness? (10 Marks)
(b) What are the various legal aspects of advertisements? (5Marks)
6. As a Marketing Management student take a product of your own choice create its advertising and pricing strategy. Also discuss its channel of distribution and the various factors that may impact its channel of distribution. (15 marks).