

IV
BBA ~~IV~~ Sem, 2019

Dept. Of Management

JAMIA HAMDARD

BBA-C-16 (Marketing Management-2)

Roll No.....

MM: 75

Max Time: 3 hrs

Section A

Answer any six. All questions carry equal marks.

(6x5=30)

1. List down the various short term incentives in marketing.
2. Discuss the functions of wholesalers.
3. What are the different levels in indirect channels?
4. Define media plan.
5. Explain the characteristics important in choosing among major media types.
6. Compare the push and pull strategies.
7. Elaborate upon the concepts of product placements. Enlist Indian examples.
8. Briefly discuss the functions of advertising.
9. Enumerate the advantages and disadvantages of personal selling as a component of promotion mix.

Section B

Answer any three. All questions carry equal marks.

(3x15=45)

1. Discuss the different types of retail stores.
2. Draw a comparison between advertising in the traditional media and the digital media in today's time.
3. Elaborate upon the functions of different channel members.
4. What are the main elements of trade relation mix?
5. Discuss the different functions of distribution channels.
6. Explain the terms, used in media planning with examples:
 - Reach and frequency
 - Audience and circulation
 - Media Type and Vehicle