

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) July 2021

BBA/BBA-Integrated [IV-Semester]

Subject Name: ...Marketing Management-2.....

MM: 75

Subject Code: ...BBA-C-16/ BBA(I)-C-16.....

Time: 03Hours

Email Id of the Examiner: nudratmoinirahman1@gmail.com

Email Id of the Assistant Superintendent of Exams: bba4thsemexaminationjuly2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Roll No- Full Name-Enrollment Number-Course-Semester-Subject
Abbreviation(Example: 9334032-Rabia Shaheen-2019-334-032-BBA-IV-MTS) and
students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Discuss the importance of different laws and acts pertaining to advertising in India. Mention at least two important ones. Give examples two important examples when brands were involved in legal battle because of their advertisements. (15)

Q2: What are the factors that affect the choice of marketing channels? Discuss with example how product class influence distribution channel length. (15)

Q3: Elaborate upon the different functions of promotion. How does PLC affects promotional tools? Discuss with relevant product examples from each stage of the PLC. (15)

Q4: Suppose you are the marketing manager of a super market in the neighborhood. Design some sales promotion schemes for everyday goods and services in this post covid time. Explain each scheme as a sales promotion technique. (15)

Q5: Discuss the role of Media in designing brand communications. Media can make or break an advertisement. Explain with two different examples. (15)