

Department of Management
School of Management & Business Studies
JAMIA HAMDARD

Even Semester Examination 2022
BBA IV Semester

Subject Name: **Marketing Management-2**

MM: 75

Subject Code: **BBA -F-16**

Time: 03Hours

Sec A

Attempt any six questions, each question carries 5 marks (6 X 5 = 30)

- Q1: Promotion is vital for business growth. Explain your view.
- Q2: What is personal selling? Write advantages and disadvantages of personal selling.
- Q3: What are different distribution strategies? Explain with examples.
- Q4: What are different types of advertising? Explain with examples from India
- Q5: What is media scheduling? Explain its significance.
- Q6: Explain the functions, objectives and characteristics of advertisement.
- Q7: Explain the difference between push and pull strategy with their utility.
- Q8: What are the limitations and disadvantages of sales promotion?
- Q9: Explain legal and ethical aspects of advertising in current business scenario.

Sec B

Attempt any three questions, each question carries 15 marks (15 X 3 = 45)

- Q1: What is promotion mix? Explain various sales promotion techniques in detail.
- Q2: What is personal selling? Explain its importance. How do you see 'selling as a career'?
- Q3: What are different levels of distribution? Explain the various factors affecting choice of distribution channel.
- Q4: You are the manager of a company. You need to know the outcome of your advertising strategy. What are the techniques you will use to determine the success or failure of your ad campaign?
- Q5: What do you understand by sales promotion? Explain the consumer sales promotion and trade sales promotion types along with their advantages and disadvantages.
- Q6: What are different types of advertising media? Explain their advantages and disadvantages.