

S.No. : 563

BBA 2302

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 27114

Roll No. 

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## BID Examination 2021-22

(Even Semester)

### MARKETING MANAGEMENT

*Time : Three Hours*                      *[Maximum Marks : 60]*

**Note :-** Attempt all questions.

#### SECTION - A

1. Attempt all parts of the following : 8×1=8

- (a) Define marketing.
- (b) Explain marketing mix.
- (c) What is promotion?
- (d) Explain SWOT.
- (e) What is positioning?
- (f) Define customer loyalty.

**[ P. T. O. ]**