

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

PAPER ID : 47110Roll
No.

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B. B. A. 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) Give one difference between marketing and advertising.
 - (b) Define the term value in marketing.
 - (c) What is selling concept?
 - (d) Define product positioning.
 - (e) What are the different marketing channels.

[P.T.O.]