

S.No. : 242

BBAL 3601

No. of Printed Pages : 04

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

PAPER ID : 39127

Roll
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Integrated LLB 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
- What is marketing?
 - Define 'brand'.
 - What is market segmentation?
 - What do you understand by marketing research?
 - Define 'product life cycle'.

[P. T. O.]