

B.B.A DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year IV Semester
Marketing Management

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Describe the concept of Marketing Mix
2. Explain the Product Life Cycle
3. Discuss the kinds of pricing
4. Describe the importance of channels
5. Difference between Advertising and Publicity
6. Explain the process of buying behaviour
7. Discuss the kinds of salesmanship