MM/BBA–303 (N) (AK)

2 0 2 1

(3rd Semester)

BACHELOR OF BUSINESS ADMINISTRATION

Paper No. : BBA–303

(Marketing Management)

(New Course)

KEY ANSWERS FOR OBJECTIVES

(PART : A—OBJECTIVE)

(*Marks* : 25)

1. Choose the most appropriate answer from the given options by putting a Tick (✓) mark in the brackets provided : 1×10=10

    (a) *(ii)*

    (b) *(iii)*

    (c) *(iv)*

    (d) *(iii)*

    (e) *(iv)*

(f)   (iii)

(g)   (iv)

(h)   (iii)

(i)   (ii)

(j)   (iv)

2. Indicate whether the following statements are *True (T)* or *False (F)* by putting a Tick (✓) mark in the brackets provided : 1×5=5

(a)   T

(b)   T

(c)   F

(d)   F

(e)   T

★ ★ ★