

MM/BBA-303 (O) (AK)

2 0 2 4

(3rd Semester)

BACHELOR OF BUSINESS ADMINISTRATION

Paper : BBA-303 (Old Course)

(Marketing Management)

(PART : A—OBJECTIVE)

(Marks : 25)

KEY ANSWERS FOR OBJECTIVES

I. Put a Tick (✓) mark against the correct answer in the brackets provided : 1×10=10

1. (c) philosophy that stresses customer value and satisfaction
2. (d) Promotion
3. (b) both creativity and critical thinking skills
4. (c) introduction stage
5. (d) Sales promotion is recurring and multiple time communication process
6. (a) competitive parity method
7. (b) encoding

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(2)

8. (b) Convenience
9. (b) Negotiation
10. (d) All of the above

II. State whether the following statements are *True (T)* or *False (F)* by putting tick mark : 1×5=5

1. False
2. True
3. True
4. True
5. False
