

MM/BBA-303 (AK)

2 0 1 7
(3rd Semester)

BACHELOR OF BUSINESS ADMINISTRATION

Paper No. : BBA-303

(Marketing Management)

(PART : A—OBJECTIVE)

KEY ANSWERS FOR OBJECTIVES

1. (a) (i)

(b) (i)

(c) (i)

(d) (ii)

(e) (v)

(f) (i)

(g) (v)

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(2)

(h) (iii)

(i) (iii)

(j) (ii)

2. (a) True

(b) True

(c) False

(d) False

(e) True
