

MM/BBA-303 (AK)

2 0 1 8
(3rd Semester)

BACHELOR OF BUSINESS ADMINISTRATION

Paper No. : BBA-303

(Marketing Management)

(PART : A—OBJECTIVE)

KEY ANSWERS FOR OBJECTIVES

1. Indicate *True (T)* or *False (F)* by putting a Tick (✓)
mark : 1×5=5

(a) F

(b) F

(c) T

(d) T

(e) F

/165K

(2)

3. 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) (ii)

(d) (ii)

(e) (i)

(f) (i)

(g) (iv)

(h) (i)

(i) (iii)

(j) (i)
