

MM/BBA-303 (N) (AK)

2 0 1 9

(3rd Semester)

BACHELOR OF BUSINESS ADMINISTRATION

Paper No. : BBA-303

(Marketing Management)

(New Course)

(PART : A—OBJECTIVE)

KEY ANSWERS FOR OBJECTIVES

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

(a) (i)

(b) (iii)

(c) (iv)

(d) (ii)

(e) (iii)

(2)

(f) (iii)

(g) (ii)

(h) (iii)

(i) (i)

(j) (ii)

3. Indicate *True (T)* or *False (F)* by putting a Tick (✓)
mark :

$1 \times 5 = 5$

(a) T

(b) T

(c) T

(d) T

(e) F
