

MM/BBA-303 (O) (AK)

2 0 1 9

(3rd Semester)

BACHELOR OF BUSINESS ADMINISTRATION

Paper No. : BBA-303

(Marketing Management)

(Old Course)

(PART : A—OBJECTIVE)

KEY ANSWERS FOR OBJECTIVES

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

(a) (iii)

(b) (ii)

(c) (iv)

(d) (iii)

(e) (iii)

(f) (ii)

(2)

(g) (iv)

(h) (iv)

(i) (ii)

(j) (iii)

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

(a) *True*

(b) *False*

(c) *True*

(d) *True*

(e) *False*
