

Student's Roll No.		-		-		-						
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ST. XAVIER'S COLLEGE (AUTONOMOUS)

**3rd SEMESTER EXAMINATION
B.B.A.
NOV - DEC 2010**

MARKETING MANAGEMENT

MKMA3301

Wednesday, December 08, 2010 9:30 am to 11:30 am

Time allowed: **2 hours**

Full Marks: **50**

Instructions:

- Use fountain pen or ball-point pen of blue or black ink.
- Answer in your own words as far as practicable.
- Do not write anything on the Question paper other than your Roll No.

