



**SM – 527**

**IV Semester B.B.A. Examination, May/June 2018**

**CBCS (2015-16 and Onwards)**

**(Fresh + Repeaters)**

**BUSINESS ADMINISTRATION**

**Paper – 4.3 : Marketing Management**

**Time : 3 Hours**

**Max. Marks : 70**

**Instruction : Answer should be written in English only.**

**SECTION – A**

**Answer any five questions. Each question carries 2 marks :**

**(5×2=10)**

1. a) Define marketing.
- b) What do you mean by marketing environment ?
- c) What do you mean by marketing mix ?
- d) Define market segmentation.
- e) Define CRM.
- f) What is telemarketing ?
- g) What is personal selling ?

**SECTION – B**

**Answer any three of the following questions. Each question carries 6 marks : (3×6=18)**

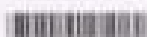
2. Explain the goals of marketing.
3. Write any six differences between micro and macro marketing environment.
4. Briefly explain the objectives of pricing.
5. What are the advantages of branding ?
6. Explain briefly the requisites of sound market segmentation.

**P.T.O.**

## SECTION - C

Answer any three of the following questions. Each question carries 14 marks : (3×14=42)

7. Explain the functions of marketing.
8. Explain the stages of product life cycle.
9. Explain the factors influencing consumer behaviour.
10. Explain the advantages of CRM.
11. What is marketing environment ? Explain.



US – 533

IV Semester B.B.A. Examination, May 2017  
(CBCS) (Freshers + Repeaters) (2015-16 and Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer should be written in English only.*

**SECTION – A**

Answer any five questions. Each question carries 2 marks.

(5×2=10)

1. a) What is meant by M-Business ?  
b) Define the term relationship marketing.  
c) What do you mean by consumer behaviour ?  
d) Write any two disadvantages of CRM.  
e) What is advertising ?  
f) Give the meaning of product mix.  
g) Family size, educational level, caste and religion are the examples of which of the following :  
a) Economic environment                      b) Demographic environment  
c) Natural environment                         d) Political environment

**SECTION – B**

Answer any three of the following questions. Each question carries 6 marks. (3×6=18)

2. What are the basic approaches used to describe marketing ?
3. Explain how personal factors influence consumer behaviour.
4. Define CRM. What are its advantages ?
5. Explain briefly the requisites of sound market segmentation.
6. List out the reasons associated with the failure of new products.

P.T.O.



## SECTION - C

Answer any three of the following questions. Each question carries 14 marks. (3×14=42)

7. Explain in detail various functions of marketing.
8. What is pricing policy? What are the factors influencing pricing policy?
9. Discuss the technological, political and socio-cultural environmental factors influencing marketing.
10. Explain the factors affecting channel selection for physical distribution.
11. Write a note on :
  - a) Tele-marketing
  - b) Relationship marketing
  - c) Green marketing.

IV Semester B.B.A. Examination, May/June - 2019  
(CBCS - F+R) (2015-16 & onwards)

**BUSINESS ADMINISTRATION**

**4.3 : Marketing Management**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answers should be written in English only.

**SECTION - A**

Answer **any five** questions. Each question carries **2** marks.

**5x2=10**

1. (a) Define marketing.
- (b) What is E-Business ?
- (c) What is virtual marketing ?
- (d) What is product ?
- (e) What is packing ?
- (f) What is promotion ?
- (g) Define market segmentation.

**SECTION - B**

Answer **any three** of the following. Each question carries **6** marks.

**3x6=18**

2. Explain any six concepts of marketing.
3. Explain the Advantages of packing.
4. Explain the functions of personal selling.
5. Explain the requisites of sound market segmentation.
6. Name the factors influencing consumer buying behaviour.

**SECTION - C**

Answer **any three** of the following. Each question carries **14** marks.

**3x14=42**

7. Explain the functions of marketing.
8. Explain the uncontrollable environmental factors of marketing.
9. Explain the stages of product life cycle.
10. Explain the various Bases of market segmentation.
11. Explain the Advantages and Disadvantages of CRM.

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SA – 810

**IV Semester B.B.M. Examination, April/May 2015**

**(Semester Scheme)**

**(2013-14 and Onwards) (F + R)**

**BUSINESS MANAGEMENT**

**Paper – 4.3 : Marketing Management**

**Time : 3 Hours**

**Max. Marks : 100**

**Instruction : Answers should be written in English only.**

**SECTION – A**

**Answer any eight sub questions. Each sub question carries two marks. (2×8=16)**

1. a) What is marketing mix ?
- b) Give the meaning of packaging.
- c) What is tele-marketing ?
- d) What is mark-up pricing ?
- e) State four benefits of branding.
- f) Give the meaning of penetrate pricing.
- g) What is De-marketing ?
- h) What is macro environment ?
- i) Define marketing research.
- j) What is grading ?

**SECTION – B**

**Answer any three questions. Each question carries eight marks. (3×8=24)**

2. Briefly explain the features of rural marketing.
3. Discuss briefly the reasons for product failure.
4. "Marketing information is life blood of business". Discuss.
5. Analyse the benefits of advertising.

**P.T.O.**

**IV Semester B.B.M. Examination, May 2016  
(Semester Scheme) (2013 – 14 and Onwards)  
(Repeaters)**

**BUSINESS MANAGEMENT  
Paper – 4.3 : Marketing Management**

Time : 3 Hours

Max. Marks : 100

*Instruction : Answer should be written in English only.*

**SECTION – A**

Answer **any eight** sub questions. Each sub question carries two marks. (8×2=16)

1. a) What is marketing mix ?
- b) What is pricing ?
- c) What do you mean by product line ?
- d) Define green marketing.
- e) Who is a wholesaler ?
- f) Give the meaning of B<sub>2</sub>C model.
- g) What is CRM ?
- h) What is sales promotion ?
- i) What is Trade Discount ?
- j) Define product.

**SECTION – B**

Answer **any three** questions. Each question carries eight marks. (3×8=24)

2. Briefly explain the objectives of pricing.
3. Distinguish between selling and marketing.
4. Discuss the qualities of a good salesman.
5. State the factors influencing channel choice.

**P.T.O.**

**Instruction :** Answer should be written in **English** only.

**SECTION – A**

1. Answer any **eight** sub-questions. Each sub-question carries **two** marks. **(8×2=16)**
- a) Define Marketing.
  - b) Give the meaning of Macro Environment.
  - c) What is Advertisement ?
  - d) What is meant by Personal Selling ?
  - e) Mention any four distribution channels for a product.
  - f) What is meant by Customer Relationship Management ?
  - g) What is Tele-marketing ?
  - h) Give the meaning of Penetration Pricing.
  - i) State the stages of a Product Life Cycle.
  - j) What is Grading ?

**SECTION – B**

Answer any **three** questions. Each question carries **eight** marks.

**(3×8=24)**

- 2. Briefly explain the goals of Marketing.
- 3. State the reasons for the failure of a new product in the Market.
- 4. What are the advantages of Branding ?
- 5. Give the advantages and disadvantages of Mobile Business.

**P.T.O.**



**SECTION – C**

Answer question No. 10 and any three of the remaining questions. Each question carries fifteen marks. **(4×15=60)**

6. Explain the various concepts of Marketing the role of CRM.
7. What are the steps involved in the New Product Planning and Development Process ?
8. Explain the different Market Segmentation Strategies.
9. Explain the macro-environment factors influencing marketing.
10. Discuss the advantages and disadvantages of Advertisement.