



MS – 483

IV Semester B.B.A. Examination, May 2016
(CBCS) (Fresh) (Semester Scheme)
(2015-16 and Onwards)
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 are the concepts of marketing ?
b) Mention two functions of marketing.
c) Give the meaning of packaging.
d) What is green marketing ?
e) What are the elements of marketing mix ?
f) Give the meaning of test marketing.
g) Define market segmentation.

SECTION – B

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

2. Bring out the importance of marketing.
3. Define branding. Explain the types of brands.
4. What are the objectives of pricing ?
5. Explain the stages of product life cycle.
6. Discuss briefly the role of customer relationship management.

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SECTION - C

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

(3x14=42)

7. Elucidate the recent trends in marketing with suitable examples.
8. Define marketing environment. Explain the major components of macro-environment.
9. What is new product ? Analyse the stages of new product development.
10. What is pricing ? Explain different methods of pricing.
11. Explain the factors influencing consumer behaviour.