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 : (5x2=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 : (3x6=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.
SECTION - C

Answer any three of the following questions. Each question carries 14 marks: (3x14=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.
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. (5x2=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. (3x6=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.
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.M. Examination, May 2017
(Semester Scheme)
(2013 – 14 & 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

1. Answer *any eight* sub questions. *Each* question carries two marks. *(8x2=16)*
   a) Define Marketing.
   b) What is Promotion Mix ?
   c) What is meant by perceived pricing ?
   d) Give the meaning of advertisement copy.
   e) What is demographic segmentation ?
   f) State two benefits of CRM in Marketing.
   g) Define e-business.
   h) Write two objectives of Marketing.
   i) Distinguish between product and services.
   j) Mention any two limitations of personal selling.

SECTION – B

Answer *any three* questions. *Each* question carries *eight* marks. *(3x8=24)*

2. Explain the functions of Marketing.
3. What are the various types of brands ?
4. Discuss the factors influencing consumer buying behaviour.
5. What are the advantages and disadvantages of personal selling ?
6. State the benefits of Market segmentation.

P.T.O.
SECTION – C

Answer question 10 and any three from the remaining questions. Each question carries fifteen marks. (4×15 = 60)

7. What is macro environment? Explain its components.

8. What is market segmentation? Explain the bases of segmentation.


10. What do you mean by relationship marketing? Explain its significance for effective relationship marketing.

11. Discuss the factors governing channel choice.
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.

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.

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.

P.T.O.
SECTION – C

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

7. Elucidate the recent trends in marketing with suitable examples.

8. Define marketing environment. Explain the major components of macro-environment.


10. What is pricing? Explain different methods of pricing.

11. Explain the factors influencing consumer behaviour.
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. \((2 \times 8 = 16)\)

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. \((3 \times 8 = 24)\)

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.
SECTION – C

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

6. Explain the controllable and uncontrollable factors of marketing environment.

7. Discuss the importance of consumer behaviour.

8. Explain the different methods of pricing by the firm.

9. Explain the stages of product life cycle with a chart. Discuss marketing strategy for each stage.

10. Explain the significance of branding and packaging.