

IV Semester B.B.M. (Freshers) Examination, May/June 2014
(Semester Scheme) (2013-14 & Onwards)

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** sub-question carries **two** marks. **(8×2=16)**
- Define Marketing.
 - Give the meaning of Macro Environment.
 - What is Advertisement ?
 - What is meant by Personal Selling ?
 - Mention any four distribution channels for a product.
 - What is meant by Customer Relationship Management ?
 - What is Tele-marketing ?
 - Give the meaning of Penetration Pricing.
 - State the stages of a Product Life Cycle.
 - What is Grading ?

SECTION – B

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

(3×8=24)

- Briefly explain the goals of Marketing.
- State the reasons for the failure of a new product in the Market.
- What are the advantages of Branding ?
- 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.