



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 : (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.

SECTION - B

Answer any three of the following questions. Each question carries 6 marks : (3x6=18)

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