



MS – 432

23

II Semester B.B.M. (Repeaters) Examination, May/June 2014
(2009-10 and Onwards)

BUSINESS MANAGEMENT

Paper – 2.6 : Marketing Management

Time : 3 Hours

Max. Marks : 90

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

SECTION – A

- I. 1) Answer **any 10** questions. **Each** question carries **2** marks. **(10×2=20)**
- Give the meaning of marketing management.
 - What are the elements of selling ?
 - State the functions of marketing.
 - What is meant by external environment ?
 - State the elements of marketing mix.
 - What is target market ?
 - State the different types of customers.
 - What is pricing ?
 - What is branding ?
 - What is break even point ?
 - State any 4 characteristics of salesmen.
 - Name the elements of advertising.



SECTION – B

- II. Answer **any five** of the following. **Each** question carries **5** marks. **(5×5=25)**
- Explain the different marketing concepts.
 - What is positioning ? Explain product positioning in the market.
 - What are the causes for the failure of the new product in the market ?
 - Briefly explain the factors influencing price of product.
 - Briefly explain the features of marketing research.
 - Briefly explain the need for sales promotion.
 - Explain in brief the elements of MIS.
 - What is telemarketing ? State four advantages of telemarketing.

P.T.O.



SECTION – C

III. Answer **any three** questions. **Each** question carries **15** marks. **(15×3=45)**

- 10) What is marketing ? Briefly explain the functions of marketing.
 - 11) What is product life cycle ? What are the various stages in the product life cycle ?
 - 12) What is buying decision ? Explain the stages involved in buying decision process.
 - 13) What do you mean by pricing ? Explain the different pricing policies.
 - 14) What do you mean by channel of distribution ? Explain need and importance of channel of distribution.
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