



MS – 428

22

II Semester B.B.M. Examination, May/June 2014
(2011-12 only (Repeaters))
BUSINESS MANAGEMENT
Paper – 2.6 : Marketing Management

Time : 3 Hours

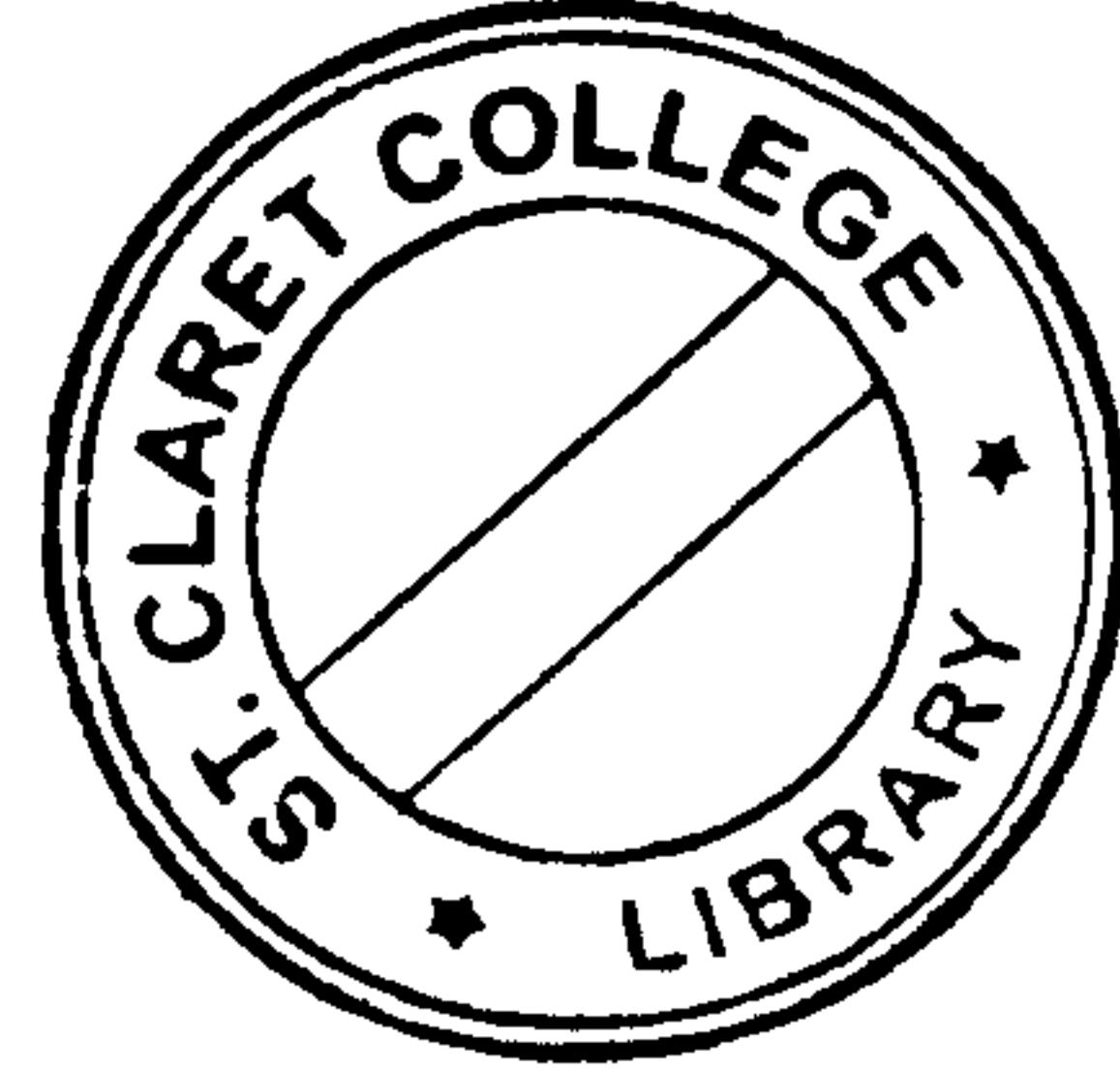
Max. Marks : 100

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

SECTION – A

Answer **any eight** sub-questions. Each sub question carries **two** marks (8×2=16)

1. a) What is meant by consumer behaviour ?
- b) What is tele marketing ?
- c) What is packaging ?
- d) What are the components of marketing mix ?
- e) What is marketing ?
- f) Define marketing research.
- g) Who is a middle man ?
- h) What is advertising ?
- i) State four benefits of branding.
- j) What is meant by virtual marketing ?



SECTION – B

Answer **any three** questions. Each question carries **eight** marks.: (3×8=24)

2. What are the objectives of advertising ?
3. State the merits of branding.

P.T.O.



4. Briefly explain the functions of marketing.
5. What are the benefits of marketing Information System ?
6. Distinguish between marketing and selling.

SECTION – C

Answer **any four** questions. **Each** carries **15** marks.

(4×15=60)

7. Explain the various factors influencing choice of channels of distribution.
8. What is pricing ? Explain the factors influencing pricing.
9. Explain the different approaches to the study of marketing.
10. Explain the different stages in product life cycle.
11. What is product ? Analyse the various steps in planning and development of a new product.