Il 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

SECTION - A

Instruction: Answers should be written in English only.

1. 1) Answer any 10 questions. Each question carries 2 marks.

 $(10 \times 2 = 20)$

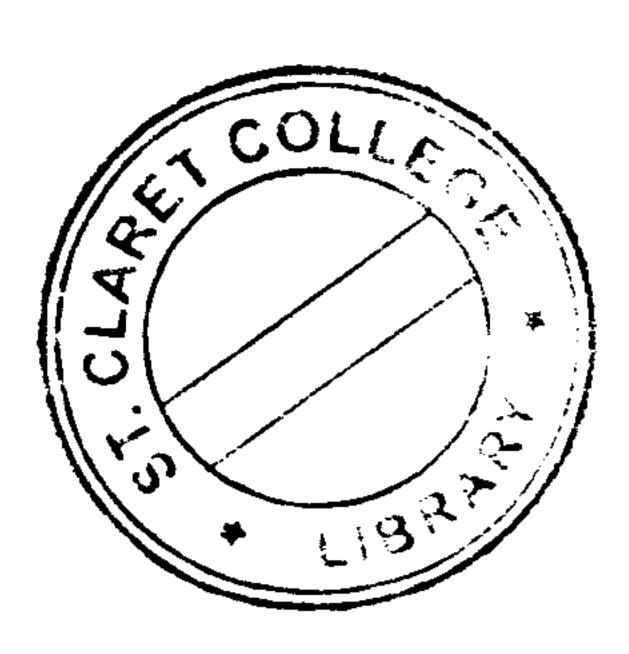
- a) Give the meaning of marketing management.
- b) What are the elements of selling?
- c) State the functions of marketing.
- d) What is meant by external environment?
- e) State the elements of marketing mix.
- f) What is target market?
- g) State the different types of customers.
- h) What is pricing?
- i) What is branding?
- j) What is break even point?
- k) State any 4 characteristics of salesmen.
- I) Name the elements of advertising.

SECTION - B

II. Answer any five of the following. Each question carries 5 marks.

 $(5 \times 5 = 25)$

- 2) Explain the different marketing concepts.
- 3) What is positioning? Explain product positioning in the market.
- 4) What are the causes for the failure of the new product in the market?
- 5) Briefly explain the factors influencing price of product.
- 6) Briefly explain the features of marketing research.
- 7) Briefly explain the need for sales promotion.
- 8) Explain in brief the elements of MIS.
- 9) What is telemarketing? State four advantages of telemarketing.





SECTION-C

III. Answer any three questions. Each question carries 15 marks.

 $(15 \times 3 = 45)$

- 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.