



SN – 411

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III Semester B.B.M. Examination, Nov./Dec. 2014
(Repeaters) (2008-09 Batch Only)
BUSINESS MANAGEMENT
3.3 : Marketing Management

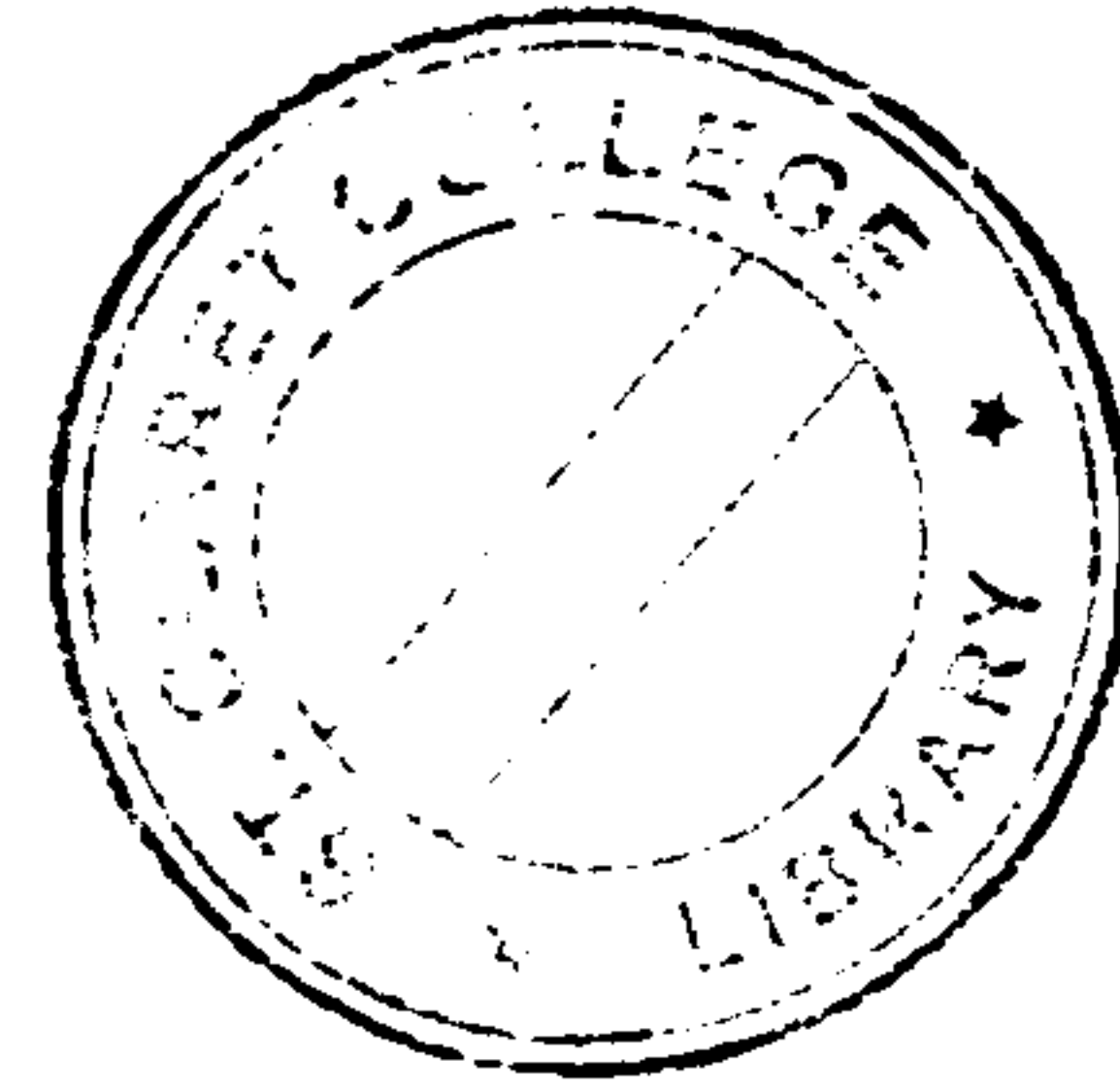
Time : 3 Hours

Max. Marks : 90

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

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2=20)
- What is Marketing Management ?
 - What is trade discount ?
 - What is branding ?
 - State the 4 p's of marketing.
 - What do you mean by product line ?
 - Mention any four benefits of marketing.
 - What are the objectives of product packaging ?
 - What is E-Business ?
 - What is market segmentation ?
 - What is meant by advertisement copy ?
 - What is primary data ?
 - Mention any two pricing objectives ?



SECTION – B

- Answer **any five** questions. **Each** question carries **five** marks : (5×5=25)
- Briefly describe the various approaches to the study of marketing.
 - Explain briefly factors affecting marketing channels.

P.T.O.



4. What are the different factors influencing buying behaviour ?
5. Discuss briefly the functions of Retailers.
6. State the essentials of a good advertisement.
7. Enumerate the problems in Indian marketing environment.
8. List out the objectives of marketing.
9. Why does new product fail ?

SECTION – C

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

10. Describe the controllable and uncontrollable marketing environment.
 11. What is meant by 'Product Life Cycle' ? Explain the various stages involved in it.
 12. Explain the merits and criticisms of advertising.
 13. Discuss in detail the various steps involved in the development of a new product.
 14. What is pricing ? Explain briefly the factors influencing the pricing policy.
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