



UN – 436

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**III Semester B.B.M. Examination, November/December 2015**  
**(2008-09 Batch only) (Repeaters)**  
**BUSINESS MANAGEMENT**  
**3.3 : Marketing Management**

Time : 3 Hours

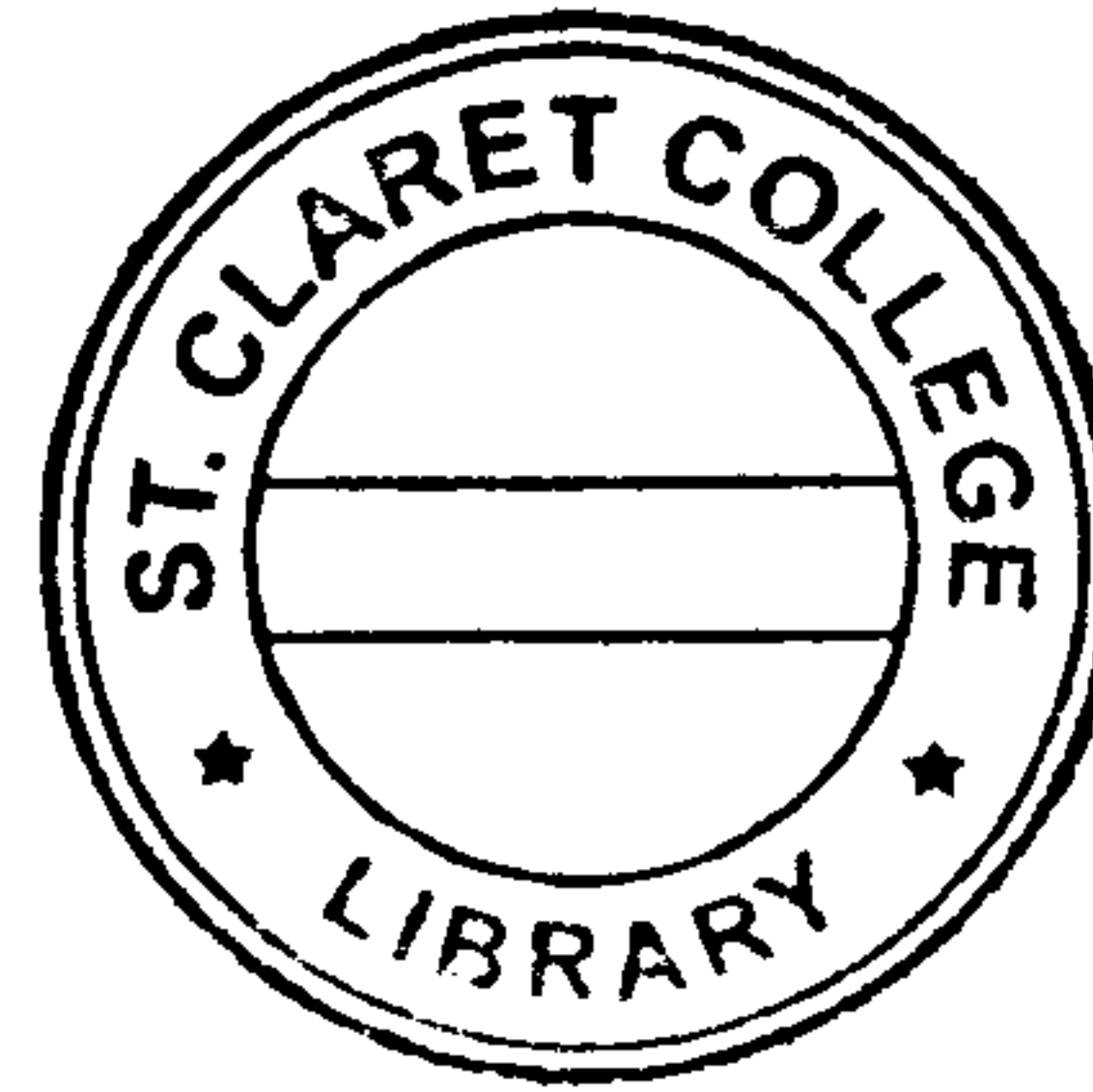
Max. Marks : 90

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

SECTION – A

1. Answer **any ten** sub-questions. **Each** sub-question carries **two** marks. (10×2 = 20)

- a) What is market ?
- b) What do you mean by selling ?
- c) What is product design ?
- d) What is product planning ?
- e) What is channels of distribution ?
- f) What is publicity ?
- g) What do you mean by telemarketing ?
- h) Mention any four advantages of advertising.
- i) What is trade discount ?
- j) What is meant by advertising copy ?
- k) State the 4 P's of marketing mix.
- l) What is primary data ?



SECTION – B

Answer **any five** questions. **Each** question carries **five** marks. (5×5 = 25)

2. Explain the difference between marketing and selling.
3. What are Economic determinants of consumer behaviour ?
4. What is personal selling ? What are its merits and limits ?

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5. Briefly explain the various stages in product development.
6. Write a note on outdoor advertising.
7. Discuss briefly the functions of retailers.
8. Explain the features of E-business.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3×15 = 45)

9. What is marketing ? Explain its functions.
  10. What is product Life Cycle ? What are its stages ?
  11. Who is a wholesaler ? What are his functions and services ?
  12. Who is a sales manager ? What are his essential qualities ?
  13. Explain the various factors influencing pricing decision.
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