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MS – 435

IV Semester B.B.M. (Freshers) Examination, May/June 2014
(Semester Scheme) (2013-14 & Onwards)
BUSINESS MANAGEMENT
Paper – 4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

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

- a) Define Marketing.
- b) Give the meaning of Macro Environment.
- c) What is Advertisement ?
- d) What is meant by Personal Selling ?
- e) Mention any four distribution channels for a product.
- f) What is meant by Customer Relationship Management ?
- g) What is Tele-marketing ?
- h) Give the meaning of Penetration Pricing.
- i) State the stages of a Product Life Cycle.
- j) What is Grading ?



SECTION – B

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

(3×8=24)

2. Briefly explain the goals of Marketing.
3. State the reasons for the failure of a new product in the Market.
4. What are the advantages of Branding ?
5. Give the advantages and disadvantages of Mobile Business.

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SECTION – C

Answer question No. **10** and **any three** of the remaining questions. **Each** question carries **fifteen** marks. **(4×15=60)**

6. Explain the various concepts of Marketing the role of CRM.
 7. What are the steps involved in the New Product Planning and Development Process ?
 8. Explain the different Market Segmentation Strategies.
 9. Explain the macro-environment factors influencing marketing.
 10. Discuss the advantages and disadvantages of Advertisement.
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