

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. (8x2=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?

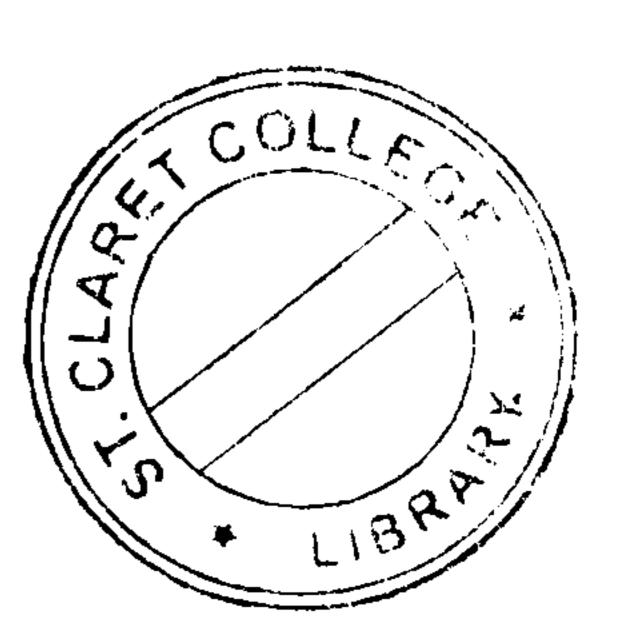
SECTION - B

Answer any three questions. Each question carries eight marks.

 $(3 \times 8 = 24)$

- 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.

P.T.O.





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.