



MS – 483

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IV Semester B.B.A. Examination, May 2016  
(CBCS) (Fresh) (Semester Scheme)  
(2015-16 and Onwards)  
Paper – 4.3 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

Answer **any five** questions. **Each** question carries **2** marks.

(5×2=10)

1. a) What are the concepts of marketing ?
- b) Mention two functions of marketing.
- c) Give the meaning of packaging.
- d) What is green marketing ?
- e) What are the elements of marketing mix ?
- f) Give the meaning of test marketing.
- g) Define market segmentation.

SECTION – B

Answer **any three** of the following questions. **Each** carries **6** marks.

(3×6=18)

2. Bring out the importance of marketing.
3. Define branding. Explain the types of brands.
4. What are the objectives of pricing ?
5. Explain the stages of product life cycle.
6. Discuss briefly the role of customer relationship management.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **14** marks.

**(3×14=42)**

7. Elucidate the recent trends in marketing with suitable examples.
  8. Define marketing environment. Explain the major components of macro-environment.
  9. What is new product ? Analyse the stages of new product development.
  10. What is pricing ? Explain different methods of pricing.
  11. Explain the factors influencing consumer behaviour.
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