



IV Semester B.B.A. Examination, May 2017
(CBCS) (Freshers + Repeaters) (2015-16 and Onwards)
BUSINESS ADMINISTRATION
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 is meant by M-Business ?
b) Define the term relationship marketing.
c) What do you mean by consumer behaviour ?
d) Write any two disadvantages of CRM.
e) What is advertising ?
f) Give the meaning of product mix.
g) Family size, educational level, caste and religion are the examples of which of the following :
a) Economic environment b) Demographic environment
c) Natural environment d) Political environment

SECTION – B

Answer **any three** of the following questions. **Each** question carries **6** marks. **(3×6=18)**

2. What are the basic approaches used to describe marketing ?
3. Explain how personal factors influence consumer behaviour.
4. Define CRM. What are its advantages ?
5. Explain briefly the requisites of sound market segmentation.
6. List out the reasons associated with the failure of new products.

P.T.O.



SECTION - C

Answer **any three** of the following questions. **Each** question carries **14** marks. (3×14=42)

7. Explain in detail various functions of marketing.
8. What is pricing policy ? What are the factors influencing pricing policy ?
9. Discuss the technological, political and socio-cultural environmental factors influencing marketing.
10. Explain the factors affecting channel selection for physical distribution.
11. Write a note on :
 - a) Tele marketing
 - b) Relationship marketing
 - c) Green marketing.