



MS – 497

IV Semester B.B.M. Examination, May 2016
(Semester Scheme) (2013 – 14 and Onwards)

(Repeaters)

BUSINESS MANAGEMENT

Paper – 4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

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

1. a) What is marketing mix ?
b) What is pricing ?
c) What do you mean by product line ?
d) Define green marketing.
e) Who is a wholesaler ?
f) Give the meaning of B₂C model.
g) What is CRM ?
h) What is sales promotion ?
i) What is Trade Discount ?
j) Define product.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Briefly explain the objectives of pricing.
3. Distinguish between selling and marketing.
4. Discuss the qualities of a good salesman.
5. State the factors influencing channel choice.

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SECTION – C

Answer question **10** and **any three** of the remaining questions. **Each** question carries **15** marks.

(4×15=60)

6. What is new product ? Explain the steps in New Product Development.
 7. What is market segmentation ? Explain the basis of market segmentation.
 8. Explain the determinants of Consumer Behaviour.
 9. What is packaging ? What are the advantages of packaging ?
 10. Explain the External-uncontrollable factors influencing marketing environment.
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