

III Semester B.B.M. Examination, Nov./Dec. 2008

(Semester Scheme)

BUSINESS MANAGEMENT

Marketing Management (Paper – 3.3)

Time : 3 Hours

Max. Marks : 90

Instruction : Answer should be written in English only.

SECTION – A

1. Answer **any ten** questions. **Each** question carries **two** marks.

- a) Define marketing.
- b) What is meant by branding ?
- c) What is marketing environment ?
- d) What is meant by product ?
- e) What is market price ?
- f) What do you mean by retail price maintenance ?
- g) State any four types of customers.
- h) What is meant by Advertisement Copy ?
- i) State the meaning of secondary data.
- j) What is meant by virtual marketing ?
- k) What is meant by publicity ?
- l) State the 4 P's of marketing mix.



SECTION – B

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

2. What are the benefits of marketing concept ?
3. State as to why new product fails ?
4. Briefly analyse the objectives of pricing.
5. Distinguish between salesmanship and advertising.
6. What are the essentials of good brand ?
7. State the advantages of Telemarketing.
8. Explain briefly the social and cultural factors influencing the buyer behaviour.
9. Explain briefly the problems of Indian marketing environment.

SECTION – C

Answer **any three** questions. **Each** question carries **15** marks.

10. What is market segmentation ? Explain briefly the bases for market segmentation
 11. What is meant by channels of distribution ? Explain briefly the various channels distribution.
 12. What is meant by marketing research ? Write briefly the various steps in marketing research.
 13. Discuss the nature and importance of marketing.
 14. Describe in brief the usual steps of sales process.
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