



IV Semester B.B.A. Examination, September 2020
(CBCS – F+R)
(2015-16 and Onwards)
BUSINESS ADMINISTRATION
4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION – A

Answer **any five** of the following sub-questions. Each sub-question carries **two** marks. (5×2=10)

1. a) What is virtual marketing ?
- b) Give the meaning of social environment.
- c) Define product planning.
- d) What is personal selling ?
- e) Mention any two stages of buying decision process.
- f) State any two disadvantages of CRM.
- g) What is functional approach to marketing ?

SECTION – B

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

2. Briefly explain the models of E-Business.
3. How does technological environment influence marketing ?
4. State any six attributes of packaging.
5. Explain the personal factors of consumer behaviour.
6. State the advantages of CRM.

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SECTION – C

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

(3×14=42)

7. Explain the different marketing concepts.
8. Analyse the various factors influencing the pricing policy.
9. Describe briefly the various stages in the development of a new product.
10. Explain the various requisites of effective market segmentation.
11. Explain the internal and external factors which influences marketing environment.

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