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IV Semester B.B.A. Degree Examination, September - 2021

BUSINESS MANAGEMENT**Marketing Management****(CBCS Scheme (R))****Time : 3 Hours****Maximum Marks : 70****Instructions to the Candidates:**1) *Answers should be written in English only.***SECTION - A****Answer any Five sub-questions. Each sub-question carries 2 marks. (5×2=10)**

1. a) What is Green Marketing?
- b) Define E - Business.
- c) What do you mean by Branding?
- d) What is meant by customer Relationship Management?
- e) State the four stages of Product Life Cycle.
- f) Write a note on Consumer Behaviour.
- g) What do you mean by product line?

SECTION - B**Answer any THREE questions. Each question carries 6 marks. (3×6=18)**

2. Briefly explain the goals of Marketing.
3. What are the merits and demerits of Mobile Business?
4. Explain the benefits of Advertising.
5. Explain briefly the requisites of Market Segmentation.
6. Explain briefly the recent trends in Marketing.

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SECTION - C

Answer any **THREE** questions. Each question carries 14 marks.

(3×14=42)

7. Explain the stages involved in the new product development?
8. Explain the different basis for market segmentation.
9. What is a marketing channel? Explain the different types of marketing channels.
10. Explain the various methods of Pricing?
11. Explain the Macro-environment factors influencing marketing.

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