



64422

IV Semester B.B.A. Examination, Sept./Oct. 2022

(CBCS) (F+R) (2015-16 and Onwards)

BUSINESS ADMINISTRATION

Paper – 4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

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

- a) What do you mean by marketing ?
- b) Give the meaning of branding.
- c) Give the meaning of market positioning.
- d) What do you mean by virtual marketing ?
- e) Give the meaning of marketing mix.
- f) Give the meaning of micro environment.
- g) What do you mean by skimming pricing ?



SECTION – B

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

2. Explain the different levels of channels of distribution.
3. Differentiate between marketing and selling.
4. Explain any four essential qualities of a good salesman.
5. Explain the objectives of CRM.
6. Briefly explain the Psychological factors influencing the consumer behaviour.

P.T.O.



## SECTION – C

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

7. What do you mean by macro environment ? Explain the components of macro environment.
8. Briefly explain the bases of market segmentation.
9. Explain the different factors influencing the pricing.
10. Explain the different concepts of marketing.
11. Write short notes on :
  - a) Packaging
  - b) Retailing
  - c) Relationship marketing
  - d) Green marketing.



## SECTION – B

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

2. Explain the different levels of channels of distribution.
3. Differentiate between marketing and selling.
4. Explain any four essential qualities of a good salesman.
5. Explain the objectives of CRM.
6. Briefly explain the Psychological factors influencing the consumer behaviour.