



22

II Semester B.B.M. Examination, May 2016  
(Semester Scheme) (09-10 Batch and Onwards)  
(Repeaters) (Prior to 2012-13)  
**BUSINESS MANAGEMENT**  
Paper – 2.6 : Marketing Management  
(100 marks – 2011-12 only / 90 Marks – Prior to 2011-12)

Time : 3 Hours

Max. Marks : 100/90

- Instructions :** 1) Answers should be written in **English**.  
2) Section **A, B and C** to be answered by **all** repeaters.  
(90 Marks).  
3) Section – **D** to be answered by students of **2011-12** only  
(100 marks).

## SECTION – A

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

(10×2=20)

1. a) What is marketing environment ?
- b) Define marketing.
- c) What is the meaning of promotion ?
- d) Define marketing information system.
- e) Give the meaning of buying behaviour.
- f) What is personal selling ?
- g) Explain retailing.
- h) What is price ?
- i) Define marketing mix.
- j) What is the meaning of packaging ?
- k) What is marketing research ?
- l) What is advertising ?



SECTION – B

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

**(5×5=25)**

2. Explain the nature of marketing.
3. Explain the different stages of buying decision process.
4. Write a note on new product development process.
5. What factors must be considered in channel design decision ?
6. What are the different pricing objectives ?
7. What are the different types of marketing research.
8. What are the various promotional methods adopted in business ?

SECTION – C

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

**(3×15=45)**

9. State the functions of marketing.
10. What is E-business ? Explain its advantages and disadvantages.
11. What are the different types of marketing research ?
12. Explain the different methods of promotion.
13. What are the factors influencing buying decision ? Explain.

SECTION – D

To be answered by students of **2011-12 only**.

**(1×10=10)**

14. Briefly explain the advantages and disadvantages of advertising.
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