



US – 555

22

II Semester B.B.M. Examination, May 2017
(Repeaters) (Prior to 2012-13)
BUSINESS MANAGEMENT
Paper – 2.6 : Marketing Management



Time : 3 Hours

Max. Marks : 100

Instruction : Answer should be written in **English**.

SECTION – A

Answer **any eight** questions. Each question carries **two** marks :

(8×2=16)

1. a) What do you mean by Marketing Environment ?
- b) Give the meaning of Marketing Management.
- c) State the elements of Marketing Mix.
- d) What is packaging ?
- e) Who is a wholesaler ?
- f) What is meant by Market Segmentation ?
- g) What is Telemarketing ?
- h) What is meant by Consumer Behaviour ?
- i) Give the meaning of Marketing Research.
- j) What is meant by Advertising Copy ?

SECTION – B

Answer **any three** questions. Each question carries **eight** marks :

(3×8=24)

2. What are the benefits of marketing information system ?
3. What are the objectives of publicity ?

P.T.O.



4. Explain the different types of Marketing Research.
5. What are the merits of personal selling ?
6. State the functions of Marketing Management.

SECTION - C

Answer **any four** questions. **Each** question carries **fifteen** marks :

(4×15=60)

7. What is pricing ? What factors influence pricing ?
 8. Explain consumer buying process.
 9. Explain the stages of product life cycle.
 10. What is E-Business ? What are its merits and de-merits ?
 11. Briefly explain the controllable and uncontrollable factors which affect the marketing environment.
-