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US – 533

IV Semester B.B.A. Examination, May 2017  
(CBCS) (Freshers + Repeaters) (2015-16 and Onwards)  
**BUSINESS ADMINISTRATION**  
Paper – 4.3 : Marketing Management



Time : 3 Hours

Max. Marks : 70

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

SECTION – A

Answer **any five** questions. **Each** question carries **2** marks.

(5×2=10)

1. a) What is meant by M-Business ?  
b) Define the term relationship marketing.  
c) What do you mean by consumer behaviour ?  
d) Write any two disadvantages of CRM.  
e) What is advertising ?  
f) Give the meaning of product mix.  
g) Family size, educational level, caste and religion are the examples of which of the following :  
a) Economic environment                      b) Demographic environment  
c) Natural environment                         d) Political environment

SECTION – B

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

2. What are the basic approaches used to describe marketing ?
3. Explain how personal factors influence consumer behaviour.
4. Define CRM. What are its advantages ?
5. Explain briefly the requisites of sound market segmentation.
6. List out the reasons associated with the failure of new products.

P.T.O.



SECTION – C

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

7. Explain in detail various functions of marketing.
  8. What is pricing policy ? What are the factors influencing pricing policy ?
  9. Discuss the technological, political and socio-cultural environmental factors influencing marketing.
  10. Explain the factors affecting channel selection for physical distribution.
  11. Write a note on :
    - a) Tele marketing
    - b) Relationship marketing
    - c) Green marketing.
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