



SM – 527

IV Semester B.B.A. Examination, May/June 2018
CBCS (2015-16 and Onwards)

(Fresh + Repeaters)

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) Define marketing.
- b) What do you mean by marketing environment ?
- c) What do you mean by marketing mix ?
- d) Define market segmentation.
- e) Define CRM.
- f) What is telemarketing ?
- g) What is personal selling ?

SECTION – B

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

2. Explain the goals of marketing.
3. Write any six differences between micro and macro marketing environment.
4. Briefly explain the objectives of pricing.
5. What are the advantages of branding ?
6. Explain briefly the requisites of sound market segmentation.

P.T.O.

Marketing Management Question Papers

Mike Jess



Marketing Management Question Papers:

Unveiling the Magic of Words: A Review of "**Marketing Management Question Papers**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Marketing Management Question Papers**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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