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GS-521

IV Semester B.B.A. Examination, May/June - 2019
(CBCS - F+R) (2015-16 & onwards)

BUSINESS ADMINISTRATION

4.3 : Marketing Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in English only.

SECTION - A

I. Answer **any five** questions. Each question carries **2** marks. **5x2=10**

1. (a) Define marketing.
(b) What is E-Business ?
(c) What is virtual marketing ?
(d) What is product ?
(e) What is packing ?
(f) What is promotion ?
(g) Define market segmentation.

SECTION - B

II. Answer **any three** of the following. Each question carries **6** marks. **3x6=18**

2. Explain any six concepts of marketing.
3. Explain the Advantages of packing.
4. Explain the functions of personal selling.
5. Explain the requisites of sound market segmentation.
6. Name the factors influencing consumer buying behaviour.

SECTION - C

III. Answer **any three** of the following. Each question carries **14** marks. **3x14=42**

7. Explain the functions of marketing.
8. Explain the uncontrollable environmental factors of marketing.
9. Explain the stages of product life cycle.
10. Explain the various Bases of market segmentation.
11. Explain the Advantages and Disadvantages of CRM.