



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.**

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