



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

N Colangelo



Marketing Management Question Papers:

08 PGT Commerce Chapter-wise Question Bank - Unit 8: Human Resource Management & Marketing Management
Dheeraj Kumar Singh, **Goyal's ISC Commerce Question Bank with Model Test Papers for Class 12 Semester 2 Examination 2022** Goyal Brothers Prakashan, 2022-01-01 Goyal's ISC Commerce Question Bank with Model Test Papers for Class 12 Semester 2 Examination 2022 CISCE's Modified Assessment Plan for Academic Year 2021-22 Reduced and Bifurcated Syllabus for Semester 2 Examination Chapterwise Summary and Important Points Chapterwise Question Bank has all varieties of expected Questions with answers for Semester 2 Examination to be held in March-April 2022 Specimen Question Paper Solved for Semester 2 Examination issued by CISCE 5 Model Test Papers based on the latest specimen question paper issued by CISCE for Semester 2 Examination to be held in March-April 2022 Goyal Brothers Prakashan

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Numerous examples illustrate key points discussed in the text and each chapter concludes with a case study **UGC NET JRF Management Previous Year Question Paper & Answer** Dheeraj Kumar Singh, 2005 June Paper II 4 7 2005 December Paper II 8 11 2006 June Paper II 12 15 2006 December Paper II 16 19 2007 June Paper II 20 23 2007 December Paper II 24 27 2008 June Paper II 28 31 2008 December Paper II 32 35 2009 June Paper II 36 39 2009 December Paper II 40 43 2010 June Paper II 44 47 2010 December Paper II 48 51 2011 June Paper II 52 56 2011 December Paper II 57 61 2012 June Paper II 62 67 2012 June Paper III 68 76 2012 December Paper II 77 82 2012 December Paper III 83 90 2013 June Paper II 91 97 2013 June Paper III 98 109 2013 September Paper II 110 118 2013 September Paper III 119 129 2013 December Paper II 130 136 2013 December Paper III 137 147 2014 June Paper II 148 155 2014 June Paper III 156 167 2014 December Paper II 168 174 2014 December Paper III 175 184 2015 June Paper II 185 190 2015 June Paper III 191 201 2015 December Paper II 202 210 2015 December Paper III 211 223 2016 July Paper II 224 233 2016 July Paper III 234 247 2016 September Paper II 248 256 2016 September Paper III 257 271 2017 January Paper II 272 279 2017 January Paper III 280 292 2017 November Paper II 293 300 2017 November Paper III 301 312 2018 July Paper II 313 327 2018 December Paper II 328 344 2019 June Paper II 345 356 2019 December Paper II 357 371 2020 October First shift 372 387 *Coal India Ltd Management Trainee (Marketing & Sales) Exam PDF -Marketing Management Subject Only eBook PDF* Chandresh Agrawal,Nandini Books,2025-01-27 *The Coal India Ltd Management Trainee Marketing Sales Exam PDF Marketing Management Subject Only eBook PDF* Covers Objective Questions With Answers Readings in Marketing: the Qualitative and Quantitative Areas Philip R. Cateora, Lee Richardson, 1967 Hong Kong Marketing Management at the Crossroads, 1989 Paper Trade Journal, 1921 **Selected Papers from the ... International Seminar on Marketing Management**, 1963 A Collection of Cases in Marketing Management H. Robert Dodge, William G. Zikmund, 1987

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Marketing Management Philip Kotler, Margaret H. Cunningham, Ronald E. Turner, 2001 Appropriate for graduate and undergraduate courses in Marketing Management An international marketing classic the tenth edition of Marketing Management highlights the most current trends and developments in global marketing from a Canadian perspective The text prepares students for a decision making role in organizations through the managerial orientation of its approach All the concepts and tools for analyzing any market and or environment are covered as well as the principles for measuring and forecasting marketing and techniques used for marketing segmentation targeting and positioning Key themes developed in the tenth edition include Marketing for the 21st Century looking to the future trends in marketing and business changes in the marketplace E commerce and the Internet uses of technology marketing on the web using the web Customer driven marketing focus on the customer customer lifetime value customer retention delivering superior value customer satisfaction and Marketing around the globe trends problems in global marketing International Journal of Technology Management ,1999 *Cases in Marketing Management and Strategy* John A. Quelch, 1996 For senior year undergraduate Marketing courses and first year MBA courses in Marketing International Asian Business The book provides a broad based approach to Asia Pacific marketing

case studies Cases include studies on products and services consumer and business markets profit and non profit organizations Asian firms operating within and outside of the region as well as non Asian companies operating in Asia small and large enterprises manufacturing and trading businesses and low and high technology industries Marketing Management: Analysis, Planning, and Control Philip Kotler,1967 **Marketing Management** Martin Zober,1964 Textbook on marketing management with particular reference to the USA includes the factors of consumer orientation development planning of a new product research prices the salesperson publicity financial aspects costs forecasting operational research and the use of EDP consumer Motivation for buying and antimonopoly legislation References **Market Segmentation; Concepts and Applications** James F. Engel, Henry F. Fiorillo, Murray Alexander Cayley,1972 *ABU Journal of Marketing Management* ,2006-06

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