

S.Y.B.B.A. Examination March/April- 2015

Subject Code: 8438

Subject Name: Marketing Management

Total Marks: 70

Q:1 "Marketing activities are aimed at satisfying the needs and desires of consumers". Discuss the statement in light with features of marketing. (10)

Q:1 What is consumer behavior? Discuss various factors affecting consumer behavior in detail. (10)

OR

Q:1 Define marketing. Discuss role of marketing in detail. (10)

Q:1 Discuss needs of marketing management with suitable example of your choice. (10)

Q:2 Give the definition of market segmentation. Describe various bases for market segmentation. (20)

OR

Q:2 What is product? Discuss product life cycle with diagram. (10)

Q:2 Write a detail note on product mix. (10)

Q:3 Define pricing. Explain various objectives of pricing in detail. (10)

Q:3 Give meaning of distribution channel. Describe various factors affecting choice of distribution channel. (10)

OR

Q:3 "Distribution channel plays an important role in marketing management". Explain the statement. (10)

Q:3 "Product price plays an important role for marketer". Discuss the statement in light with various pricing strategies. (10)

Q:4 What is personal selling? Discuss personal selling process in detail? (10)

Q:4 Define sales promotion. Discuss various methods of sales promotion with suitable example of your choice. (10)

OR

Q:4 Write a detail note on advertising media. (10)

Q:4 Discuss various objectives of sales promotion. (10)

Q:5 What is marketing research? Discuss marketing research process in detail with example. (20)

OR

Q:5 Write a short note on importance of marketing research. (10)

Q:5 Describe various scope of marketing research in detail. (10)