

**S.Y.B.B.A. Examination April 2016**  
**Subject Code: ~~6438~~**  
**Subject : MARKETING MANAGEMENT**

Total Marks: 100

Time: 3 Hrs

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- Q:1 (A) Define marketing. Discuss various functions of marketing in detail. (10)  
(B) What is marketing management? Explain process of marketing management with example of your choice. (10)

**OR**

- Q:1 Give definition of consumer behavior. Discuss various factors affecting consumer behavior with example of your choice. (20)
- Q:2 Define market segmentation. Discuss various bases for market segmentation. (20)

**OR**

- Q:2 (A) Write a detail note on marketing mix with example. (10)  
(B) Discuss product life cycle strategies. (10)
- Q:3 (A) Define pricing. Explain various objectives of pricing decision. (10)  
(B) Describe various pricing strategies with example. (10)

**OR**

- Q:3 (A) Discuss Importance of physical distribution channel. (10)  
(B) Describe various factors affecting choice of distribution channel. (10)
- Q:4 (A) Write a note on process of media selection. (10)  
(B) Discuss various objectives of advertisement. (10)

**OR**

- Q:4 (A) Define sales promotion. Discuss various sales promotional tools. (10)  
(B) Write a short note on personal selling. (10)
- Q:5 (A) Describe various scope of marketing research. (10)  
(B) Write a note on marketing research process. (10)

**OR**

- Q:5 Discuss concept of consumerism. Discuss about consumer movement in India. (20)