

S.Y.B.B.A. Examination I *Octo-2015*

Subject Code: 8438

Subject Name: Marketing Management

Total Marks: 70

1. (A) Define meaning of marketing. Discuss various features of marketing in detail. (10)

1. (B) Clarify the meaning of consumer behavior. Explain various factors affecting consumer behavior. (10)

OR

1. (A) Write a detail note on significance of marketing in detail. (10)

1. (B) Discuss various types of buying decision with suitable example of your choice. (10)

2. What is market segmentation? Explain various bases of market segmentation in detail. (20)

OR

2. (A) Write a short note on PRODUCT MIX. (10)

2. (B) Discuss the process of new product development. (10)

3. (A) Define pricing. Discuss various objectives of pricing. (10)

3. (B) Explain about various factors affecting choice of distribution channel in detail. (10)

OR

3. (A) Discuss various pricing strategy with suitable example of your choice. (10)

3. (B) Write a detail note on importance of distribution channel. (10)

4. (A) What is advertising? Discuss various objectives of advertising. (10)

4. (B) Discuss various objectives of sales promotion. (10)

OR

4. (A) Discuss process of personal selling in detail. (10)

4. (B) Explain various sales promotion methods. (10)

5. What is marketing research? Discuss various scope of marketing research. (20)

OR

5. Explain in detail about marketing research process. (20)