

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.

3rd Sem Bangalore University Question Papers

Katrin Zwirgmaier



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