



IV Semester B.B.A. Examination, September 2020  
(CBCS – F+R)  
(2015-16 and Onwards)  
**BUSINESS ADMINISTRATION**  
**4.3 : Marketing Management**

Time : 3 Hours

Max. Marks : 70

*Instruction : Answers should be written in English only.*

**SECTION – A**

Answer **any five** of the following sub-questions. Each sub-question carries **two** marks. (5×2=10)

1. a) What is virtual marketing ?  
b) Give the meaning of social environment.  
c) Define product planning.  
d) What is personal selling ?  
e) Mention any two stages of buying decision process.  
f) State any two disadvantages of CRM.  
g) What is functional approach to marketing ?

**SECTION – B**

Answer **any three** of the following questions. **Each** question carries **six** marks. (3×6=18)

2. Briefly explain the models of E-Business.
3. How does technological environment influence marketing ?
4. State any six attributes of packaging.
5. Explain the personal factors of consumer behaviour.
6. State the advantages of CRM.

21  
SECTION - C

Answer **any three** of the following questions. **Each** question carries **fourteen** marks.

(3×14=42)

7. Explain the different marketing concepts.
  8. Analyse the various factors influencing the pricing policy.
  9. Describe briefly the various stages in the development of a new product.
  10. Explain the various requisites of effective market segmentation.
  11. Explain the internal and external factors which influences marketing environment.
-