BEIM54C — MARKETING MANAGEMENT

Time : Three hours　　　　　　　　Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1.　What is meant by Marketing Management?

2.　What Marketing Mix?

3.　What do mean by Buyer Behavior?

4.　Who is Consumer?

5.　What is Marketing?

6.　What is meant by Product Portfolio?

7.　Define Pricing.

8.　What is Public Relations?

9.　What is Personal Selling?

10.　Define Sales Promotion.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the differences between Consumer Goods and Industrial Goods?

Or

(b) Explain the factors Influencing Buyer Behavior.

12. (a) What are the benefits of the Sales Forecasting?

Or

(b) Explain different classification of Sales Forecasting.

13. (a) Explain the PLC in different stages.

Or

(b) What is Pricing? And explain the objectives.

14. (a) What are the importance of various kinds of Marketing Channels?

Or

(b) Explain the Channels of Distribution.

15. (a) What are the Importance of Personal Selling?

Or

(b) What are the objectives of Sales Promotion?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the various environmental factors affecting the Marketing Functions.

17. What are the functions of Positioning?

18. Explain the New Product Development Process.

19. If the organization following Pricing Strategies — Explain.

20. What are the advantages of Publicity?

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