

Seat No.	
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**B.C.A. (Part - II) (Semester - III) Examination, April - 2014**

**MARKETING MANAGEMENT**

**Sub. Code : 47714**

**Day and Date : Friday, 25- 04 - 2014**

**Total Marks : 80**

**Time : 11.00 a.m. to 2.00 p.m.**

- Instructions :**
- 1) Q. No. 8 is compulsory.
  - 2) Attempt any four questions from Q. 1 to Q. 7.
  - 3) All questions carry equal marks.
  - 4) Figures to the right indicate full marks.

- Q1)** Define marketing management. Explain the various functions of marketing management. [16]
- Q2)** Explain in detail 7 P's of marketing mix. [16]
- Q3)** What is buyers behaviour? Explain various factors affecting buyers behaviour. [16]
- Q4)** Define marketing research. Explain in detail the process of marketing research. [16]
- Q5)** Explain in brief micro & macro environment of marketing. [16]
- Q6)** What is salesmanship? Specify the various qualities of good salesman. [16]
- Q7)** What is Advertisement? Explain various types of advertisement. [16]
- Q8)** Write short notes (any four) : [16]
- a) AIDAS
  - b) Recruitment & selection
  - c) Buying motives
  - d) C.R.M.
  - e) Areas of marketing research
  - f) Agricultural goods

