

Seat No.	
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B.C.A. (Part - II) (Semester - III) Examination, April - 2015**MARKETING MANAGEMENT****Sub. Code : 47714****Day and Date : Wednesday, 22 - 04 - 2015****Total Marks : 80****Time : 11.00 a.m. to 2.00 p.m.**

- Instructions :**
- 1) Question No. 8 is compulsory.
 - 2) Attempt any four questions from Q. NO. 1 to Q. No. 7.
 - 3) All questions carry equal marks.

- Q1)** Define marketing management. Explain in details various function of marketing. [16]
- Q2)** What is buyers behaviour? Explain various factors affecting buyers behaviour. [16]
- Q3)** What is mean by Recruitment and selection? Explain in detail selection process. [16]
- Q4)** What is Marketing Research? State the process of Marketing Research. [16]
- Q5)** Explain in detail 7P's of marketing mix. [16]
- Q6)** Describe the duties and responsibilities of good salesmanship. [16]

P.T.O.

Q7) Explain in briefly Agricultural and Industrial goods with their characteristics. [16]

Q8) Write short note (any two) : [16]

- a) Service Marketing.
- b) Qualities of salesman.
- c) E-marketing.
- d) Micro Environment.

