

Integ. LL.B. Sem-3 Examination

IL BBA 201

Marketing Management

August 2021

Time : 2-00 Hours]

[Max. Marks : 60

**Attempt any three questions out of six**

Q.1	Discuss Concepts of Marketing Mix and role of Marketing Mix in Marketing Planning and Marketing Strategy.	(20)
Q.2	What is Market Segmentation? What are bases for the Same?	(20)
Q.3	Discuss Buyer Decision Making Process in detail.	(20)
Q.4	What are major objectives of Marketing Research. Where it can be applied?	(20)
Q.5	How Buyer's decision can be influenced? – Discuss factors influencing organizational Buyers behavior?	(20)
Q.6	A. What are components of MkIS. B. Explain Target Marketing and Market Positioning.	(10) (10)

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