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**1005N237**

Candidate's Seat No : \_\_\_\_\_

**Integ LLB Sem.-3 Examination**

**ILBBA 201**

**Marketing Management**

**May 2022**

**Time : 2-00 Hours]**

**[Max. Marks : 60**

**Attempt any three:**

Q 1 What is Marketing Mix? Discuss the role of marketing Mix in Marketing planning and Marketing Strategy.

Q 2 What is Market Segmentation? Discuss in detail the bases of Market Segmentation.

Q 3 Discuss the concept of Buyer Behaviour in detail and explain buying characteristics influencing consumer behaviour.

Q 4 Give definition of Marketing Research and discuss its process in detail.

Q 5 What is MKIS? Discuss its components in detail.

Q 6 Discuss various Core Marketing Concepts in detail.