

Integ. LLB Semester-3 Examination

IL BBA-201

Marketing Management

March-2024

Time : 2-30 Hours]

[Max. Marks : 70

| SR NO | QUESTIONS | MARKS |
|-------|---|-------|
| Q.1 | What is Marketing? Discuss core marketing concepts in detail with examples. | 18 |
| | OR | |
| Q.1 A | What is Marketing Mix? Discuss the role of Marketing mix in marketing planning. | 10 |
| Q.1 B | Discuss benefits of segmentation. | 08 |
| Q.2 | If you are a marketing manager of a multi-national company, on what bases will you do the segmentation of market? | 18 |
| | OR | |
| Q.2 A | Discuss major components of MkIS | 10 |
| Q.2 B | Discuss buyer behavior models in detail | 08 |
| Q.3 | What is buying behavior? Discuss major characteristics of consumer buying behavior | 18 |
| | OR | |
| Q.3 A | Explain the process of marketing research | 10 |
| Q.3 B | Explain the concept of targeting with example. | 08 |
| Q.4 A | Short Notes (Any two) 1. Difference between selling and marketing 2. Positioning 3. Factors influencing organizational buyers 4. Application of marketing research. | 10 |
| Q.4 B | Answer the following: 1. When wants/needs are backed by purchasing power it converts into _____ a. Demand b. Supply c. Motivation d. None of the above 2. Classifying customers into groups is known as a. Organizing b. Segmentation c. Positioning d. Targeting | 06 |

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| | <p>3. Which one of the following is not an economic factor affecting buying behavior?</p> <ul style="list-style-type: none">a. Disposable incomeb. Size and income of the familyc. Learningd. Discretionary income. <p>4. Secondary data cannot be obtained by</p> <ul style="list-style-type: none">a. Trade journalsb. Magazinesc. News papersd. Personal interviews <p>5. What is the full form of MkIS</p> <ul style="list-style-type: none">a. Marketing Information Systemb. Management Information Systemc. Marketing Investigation Systemd. Management Investigation System <p>6. Which among the following is not 4 P's of marketing?</p> <ul style="list-style-type: none">a. Productb. Pricec. Placed. Process | |
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