

ILLB Sem.-3 Examination

ILBBA 201

Marketing Management

November-2024

Time : 2-30 Hours]

[Max. Marks : 70

		MARKS
Q.1	Define Marketing Research and explain the process of Marketing Research in detail.	18
	OR	
Q.1 A	Discuss in detail buyer Behaviour models	10
Q.1 B	Discuss major components of MkIS	08
Q.2	What is market segmentation? Discuss various bases of segmentation with illustrations	18
	OR	
Q.2 A	Explain core concepts of marketing in detail.	10
Q.2 B	Explain in detail the concept of 'Positioning'	08
Q.3	What is buying behavior? Discuss major characteristics of consumer buying behavior	18
	OR	
Q.3 A	Explain the concept of Marketing Mix and describe the role of Marketing Mix in Marketing Strategy	10
Q.3 B	Explain types of Buyer Behaviour in Buyer Decision Making Process.	08
Q.4 A	Short Notes (Any two) 1. Marketing orientation 2. Targeting 3. Factors influencing organizational buyers 4. Applications of Marketing Research	10
Q.4 B	Answer the following: 1. Which element of the Marketing Mix involves decisions about distribution channels and where the products will be available? a. Product b. Price c. Promotion d. Place	06

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	<p>2. The process of dividing the market in various subgroups of consumers with various needs and characteristics is known as _____</p> <ul style="list-style-type: none">a. Segmentationb. Positioningc. Targetingd. None of the above <p>3. Which of the following statement describes 'Product positioning'?</p> <ul style="list-style-type: none">a. Self- spaceb. Occupying a desirable place in the minds of consumersc. Targeting a particular segmentd. None of the above <p>4. The learning model of Buyer Behaviour is based on _____</p> <ul style="list-style-type: none">a. Maslow's Theoryb. Herzberg's Theoryc. Pavlovian Stimulus Response Theoryd. None of the above <p>5. MkIS stands for is Marketing Investigation System. (True/False)</p> <p>6.* Demographic segmentation includes gender, age, income etc of the consumers. (True/False)</p>	
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