



Seat No. : \_\_\_\_\_

# NM-124

November-2025

5 Year BBA., LL.B, Sem.-III

IL BBA 201 : Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. Mr. Parikh started his new business of Baby clothes manufacturing and retailing. He wanted to decide which market he should focus and seeking your help for the same. Kindly provide him with the details of selection of market segmentation and on which basis market segmentation is to be done. 18

**OR**

1. (A) What is Target Marketing ? How it is to be done ? 10  
(B) Explain difference between Selling and Marketing. 8

2. Mr. Janak is Marketing Manager of 'everyone Love' Personal care products company having 25+yrs of service with the company in that industry. According to him, buyers preference has shifted a lot in past two decades. Based on his statement enlighten the concept of 'Buyer Behaviour' and also discuss the factors effecting buyer's behaviour. 18

**OR**

2. (A) Discuss process of Developing Marketing Mix. 10  
(B) Discuss Marketing Process. 8

3. *"Information is the new weapon that may save you or destroy you"*- Elon Musk. Discuss the statement in the light of the objectives and importance of Marketing Information Systems ? 18

**OR**

3. (A) Explain core marketing concepts with examples. 10  
(B) What are the components of MkIS ? 8

4. (A) Write short note : (Attempt any **Two**) **10**
- (1) Benefits of Market Segmentation
  - (2) Role of effective marketing mix
  - (3) Market Positioning
  - (4) Importance of Buyer behaviour study
- (B) Answer the following : **6**
- (1) Define Marketing.
  - (2) Promotion is one of 4Ps of Marketing Management. – Yes/No
  - (3) Who is known as father of the Marketing Management ?
  - (4) Marketing-management can be done for selected businesses only. – True/False
  - (5) Which is wider concept from these two – Selling/ Marketing ?
  - (6) Marketing and advertising is one and same. – True/False
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