

IMBA in FM/HRPA/BM (Rep.) Sem.-5 Examination

HR/BEM/FM_BBA_CC-301

MM

Time : 2-30 Hours]

November-2025

[Max. Marks : 70

- Q.1 Explain the Objectives and Process of marketing research in detail. (14)
- Q.2 Define marketing mix and explain the concept of Holistic marketing in detail. (14)
- Or
- Q.2 Explain Segmentation and bases of segmentation in detail with examples. (14)
- Q.3 Define Targeting and Positioning in detail. Explain different strategies of targeting in detail. (14)
- Or
- Q.3 Define Buying Behaviour and Explain the roles of Buyers in detail. (14)
- Q.4 Explain the factors affecting buying behaviour in detail with example. (14)
- Or
- Q.4 Explain buyer decision making process in detail. (14)
- Q.5 Explain Core concepts of marketing in detail with examples. (14)

