



Seat No. : _____

DP-104

December-2025

BBA., Sem.-III

Introduction to Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Discuss core concepts of Marketing. 7
OR
(A) Discuss process of Marketing. 7
1. (B) Discuss how to develop and choose optimum Marketing Mix. 7
OR
(B) Discuss marketing orientations. 7
2. (A) Discuss psychographic and behavioural bases of marketing segmentation. 7
OR
(A) Discuss positioning at length. 7
2. (B) Discuss single market concentration, selective specialisation and market specialisation. 7
OR
(B) Discuss benefits of segmentation. 7
3. (A) Discuss learning, psycho-analytical, socio-logical and howard-sheth models. 7
OR
(A) Discuss factors influencing organisational buyers. 7
3. (B) Discuss buying characteristics influencing consumer behaviour. 7
OR
(B) Discuss different buying roles and types of buyer behaviour. 7
4. (A) Discuss limitations of marketing research. 7
OR
(A) Discuss objectives of marketing research. 7

4. (B) Discuss applications of marketing research. 7
- OR**
- (B) Discuss components of MkIS. 7
5. Choose appropriate option as your answer in following questions : (Any 7) 14
- (1) _____ concept holds that consumers will favour products that are available and highly affordable.
- (A) Production (B) Product
(C) Marketing (D) Selling
- (2) In marketing research, it is said that “a _____ well-defined is half-solved”.
- (A) system (B) segmentation
(C) problem (D) research
- (3) Stimulus-response theory is the key to _____ buyer behaviour model.
- (A) economic (B) learning
(C) psychoanalytical (D) sociological
- (4) _____ market means the market of raw materials.
- (A) Consumer (B) Business
(C) Institution (D) Government
- (5) We can't use marketing research for _____.
- (A) new product launch (B) media planning
(C) sales forecasting (D) none of these
(E) all of these
- (6) When a purchase manager uses his own value system, education, status, experience to buy raw material for a company, it is known as ___ factor that affect organisational buying.
- (A) economic (B) organisational
(C) social (D) individual
- (7) Marketing _____ is multitasking as it involves telling, convincing, delivering and servicing.
- (A) communication (B) word of mouth
(C) advantage (D) product
- (8) In _____, marketers need to help buyers by making it easy for them to understand the product and should provide buyers with adequate material, like pamphlet or brochure
- (A) complex buying behaviour (B) dissonance reducing buying behaviour
(C) habitual buying behaviour (D) variety seeking buying behaviour

- (9) Which is the subject matter of Marketing ?
- (A) Machine, man and money (B) Product or Service
(C) Capital (D) Brand
(E) Place
- (10) Marketing research is concerned with the _____.
- (A) design, collection, analysis and reporting of data
(B) the application of marketing data to marketing metrics
(C) the design, collection and use of databases
(D) opinions of marketing managers
- (11) When a kid asks for a Dairy Milk chocolate but his father buys him Amul chocolate. Which of the following are the closest to their roles ?
- (A) Decider, initiator (B) Buyer, consumer
(C) Consumer, customer (D) Initiator, decider
- (12) There are motivating desires suggested by Maslow, like safety (money, insurance), social need (love and affection), esteem need (appreciation of society) and self-actualisation need (being expert at some trade or moving up the ladder in some organisation), in buyer behaviour we know this phenomena as _____.
- (A) Economic (B) Psychological
(C) Cultural (D) Social
(E) None of these
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