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1505E642

Candidate's Seat No : _____

ILLB Sem.-3 Examination

ILBBA-201

Marketing Management

May-2025

Time : 2-30 Hours]

[Max. Marks : 70

Q.1 Explain the Marketing Mix. Discuss its elements in detail with suitable examples and explain the importance of choosing the right marketing mix in strategy development.
(18 Marks)

OR

Q.1 A. Explain the Buyer Decision-Making Process with suitable examples. (10 Marks)

Q.1 B Discuss core marketing concepts. (08Marks)

Q.2 You are a Marketing Manager of a Multi-National Company. Explain the bases of market segmentation and its importance in marketing strategy. (18 Marks)

OR

Q.2 A. Discuss in detail various buyer behaviour models (10 Marks)

Q.2 B. Discuss various components of MkIS. (08 Marks)

Q.3 Explain in detail with illustrations the buying characteristics of buyers that influence the consumer's behaviour. (18 Marks)

OR

Q.3 A. Explain the process of Marketing Research in detail. (10 Marks)

Q.3 B. Explain the concepts of ' Positioning' with examples. (08 Marks)

Q.4 A – Short Notes (Any 2) (10 Marks)

1. Marketing Orientations
2. Target Marketing

(P.T.O)

3. Factors Influencing Organizational Buying
4. Applications of Marketing Research

Q.4 B – Multiple Choice Questions

(06 Marks)

1. Which of the following is not a component of the marketing mix?
 - a) Product
 - b) Price
 - c) People
 - d) Profit
 2. Market segmentation is important because:
 - a) It reduces product quality
 - b) It leads to mass production
 - c) It helps target customers better
 - d) It increases competition
 3. The initiator in the buying process is:
 - a) One who uses the product
 - b) One who decides the purchase
 - c) One who suggests buying the product
 - d) One who influences others
 4. The first step in the marketing research process is:
 - a) Collecting data
 - b) Interpreting data
 - c) Defining the problem
 - d) Presenting the report
 5. Which concept assumes that customers will prefer products that are widely available and affordable?
 - a) Selling concept
 - b) Marketing concept
 - c) Production concept
 - d) Product concept
 6. A psychographic segmentation base includes:
 - a) Age
 - b) Gender
 - c) Occupation
 - d) Lifestyle
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