

BA.,BBA.,B.Com.,LL.B. (Sem.-III) (Rept.) Examination

IL BBA 201

Marketing Management

March-2017

Time : 3 Hours]

[Max. Marks : 70

Instructions:

- Do not write anything on this paper except for your Roll Number.
- Figures to the right indicate marks.

Q.1 (A) What do you mean by Marketing Management and discuss its nature and importance? 7

Q.1 (B) What do you mean by market demand and what are the factors affecting market demand? 7

OR

Q.1 (A) Explain 4Ps of Marketing with example. 7

Q.1 (B) Discuss Branding and Promotion with example. 7

Q.2 (A) What do you mean by market Segmentation and discuss Demographic and Geographic Segmentation? 7

Q.2 (B) Define Target Market and provide the practical situation of the market. 7

OR

Q.2 (A) What is the importance of market segmentation? 7

Q.2 (B) Define Advertisement with its impact. 7

Q.3 What do you mean by consumer behaviour and discuss buying behavior process? 14

OR

Q.3 Mention the factors influencing consumer behaviour with example and discuss Target Market. 14

(P.T.O)

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Q.4 (A) What do you mean by Marketing Research and discuss objectives of Marketing Research? 7

Q.4 (B) Define the scope of Marketing Research. 7

OR

Q.4 (A) Critically discuss ethical issues of Marketing Research. 7

Q.4 (B) Discuss Marketing Information System with example. 7

5. Do as directed justify the answer.

(7*2=14)

- (1) Behaviouristic Segmentation
 - (2) Discuss Negative and Latent demand.
 - (3) What is marketed with example?
 - (4) Consumer Behaviour Audit
 - (5) Maslow's Theory
 - (6) Promotion of a product
 - (7) Marketing and selling are two different concept.
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