

Five Year Integrated B.B.A. LL.B. Sem.-3 Examination

IL BBA 201

Marketing Management

Time : 2-00 Hours]

January 2021

[Max. Marks : 60

INSTRUCTION: Attempt any Three questions from the following:

Q 1 (a)	Explain the role of Marketing Mix in marketing planning and market strategy.
(b)	Write difference between selling and marketing
Q 2 (a)	What is marketing? Explain marketing orientation in detail.
(b)	Explain positioning
Q 3	You are marketing management of a company , explain in detail what can be the bases of segmentation?
Q 4 (a)	Explain various buyer behaviour models
(b)	Discuss types of buyer behaviour
Q 5(a)	Explain in detail the process of marketing research
(b)	What id MkIS? What are the main components of MkIS?
Q 6	Explain buying characteristics influencing consumer behaviour