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Seat No.	
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**B.B.A. (Part - I) (Semester - I) Examination, April - 2016**

**MARKETING MANAGEMENT (Paper - I)**

**Sub. Code : 22923**

**Day and Date : Wednesday, 13 - 04 - 2016**

**Total Marks : 50**

**Time : 3.00 p.m. to 5.00 p.m.**

- Instructions :**
- 1) All Questions are compulsory.
  - 2) Figures to the right indicate marks.

**Q1) Explain the concept of value and satisfaction? [15]**

**OR**

What is the meaning and importance of Research? Explain the various areas of Marketing Research.

**Q2) Write short answers (Any two) : [20]**

- a) Explain the importance and significance of Marketing?
- b) What are the requisites for sound Marketing segmentation?
- c) What is the difference between Need, Want and Demand?
- d) Explain are the stages of Consumer Buying Behaviour process?

**Q3) Write short notes (Any three) : [15]**

- a) Societal marketing
- b) Scope of marketing research
- c) Basis for Market segmentation
- d) Customer satisfaction
- e) Steps in marketing research

