

Seat No.	
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B.B.A. (Part - I) (Semester - I) Examination, Nov. - 2013

Marketing Management

Sub. Code : 22923

Day and Date : Saturday, 9 - 11 - 2013

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 full marks.

Q1) What is consumer behaviour? Explain the factors affecting consumers behaviour. **[15]**

OR

What is meant by marketing research? Explain the Important steps in marketing research.

Q2) Write Short Answers (Any Two) **[2×10=20]**

- a) What is traditional concept & modern concept of marketing? Explain the distinguish between them.
- b) Define Market segmentation. Discuss the Basis for market segmentation.
- c) Discuss different approaches to the study of marketing.
- d) Explain different area's of marketing research.

Q3) Write short note (Any three) **[3×5=15]**

- a) Marketing and Markets.
- b) Benefits of market - segmentation.
- c) Importance of consumer behaviour.
- d) Exchange transactions and their relation.
- e) Difference between marketing & selling.



Seat No.	
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B.B.A. (Part-I) (Semester-I) Examination, March - 2014
MARKETING MANAGEMENT
Sub. Code : 22923

Day and Date : Wednesday, 19 - 03 - 2014
Time : 3.00 p.m. to 5.00 p.m.

Total Marks : 50

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

Q1) What are the core marketing concepts? And explain. [15]

OR

What is marketing research? Explain the steps in marketing research.

Q2) Write Short answers (Any Two): [20]

- a) What is market segmentation? Explain the Basis for market segmentation.
- b) Explain the factors influencing buying behaviour.
- c) Discuss the various areas of marketing research.
- d) Marketing is the creation and delivery of standard of living. Do you agree with this statement?

Q3) Write Short note (Any Three): [15]

- a) Requisites of sound market segmentation.
- b) Importance of consumer behaviour.
- c) Societal marketing.
- d) Distinguish market and marketing.
- e) Importance of marketing research.

