

Seat No.	
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B.B.A. (Part - I) (Semester - I) Examination, April - 2015**Marketing Management (Paper - I)****Sub. Code: 22923**

Day and Date : Wednesday, 08-04-2015

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) Define marketing and explain different approaches of marketing? [15]

OR

Marketing research is a systematic process-explain.

Q2) Write short answers (any two) : [20]

- Explain the basis for market segmentation.
- Distinguish between needs and wants with relevant examples.
- Discuss the various areas of marketing research.
- Explain the factors affecting consumer behavior.

Q3) Write short notes (any three) : [15]

- Importance of Marketing.
- Values and Satisfaction.
- Importance of Consumer Behavior.
- Requisites of Sound Market Segmentation.
- Importance of Marketing Research.

