

Seat No.	
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B.B.A.(Part - I)(Semester - I) Examination, April -2017
Marketing Management (Paper-I)
Sub. Code : 22923

Day and Date : Wednesday, 12 - 4 - 2017

Total Marks : 50

Time : 03.00 p.m to 05.00 p.m.

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

Q1) Define market segmentation. Describe the basis for market segmentation. [15]

OR

Draw a suitable diagram and explain the various steps involved in marketing research.

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

- a) What do you mean by marketing? Explain the Importance of Marketing.
- b) Which are the factors responsible to change the customers buying behaviour.
- c) Explain the different approaches to the study of marketing.
- d) Elaborate the Requisites of sound market segmentation.

Q3) Write note on (Any Three) [3×5=15]

- a) Needs, Wants & Demand
- b) Core concepts of marketing
- c) Marketing research
- d) Societal Marketing
- e) Importance of consumer satisfaction

