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B.B.A. (Part - I) (Semester - I) Examination, April - 2018**MARKETING MANAGEMENT (Paper - I)****Sub. Code : 22923****Day and Date : Wednesday, 18 - 04 - 2018****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 marks.

Q1) What is the meaning and importance of Marketing? What is the difference between Need, Want and Demand? **[15]**

OR

Explain in detail the different steps in Marketing Research?

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

- a) What is the meaning of Societal Marketing?
- b) What are the factors affecting Consumer Buying Behaviour?
- c) Explain the bases for Market segmentation?
- d) What are the various areas of Marketing Research?

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

- a) Exchange and Transaction.
- b) Selling approach.
- c) Requisites for sound market segmentation.
- d) Primary and secondary data.
- e) Importance of Marketing Research.

