

Seat No.	
-------------	--

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.

