

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

**Day and Date : Friday, 31 - 10 - 2014**

**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 the core concepts of marketing? [15]**

**OR**

Explain in detail different factors affecting on consumer behavior.

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

- a) Explain different approaches of marketing.
- b) Enumerate steps in marketing research.
- c) Discuss the marketing and societal marketing concepts.
- d) Narrate the basis for market segmentation.

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

- a) Importance of Marketing Research.
- b) Requisites of Sound Market Segmentation.
- c) Distinguish market and marketing.
- d) Importance of Marketing.
- e) Use of Consumer Behavior in Marketing.

