

|                     |  |
|---------------------|--|
| <b>Seat<br/>No.</b> |  |
|---------------------|--|

**B.B.A. (Part-I) (Semester-I) Examination, March - 2014**  
**MARKETING MANAGEMENT**  
**Sub. Code : 22923**

**Day and Date : Wednesday, 19 - 03 - 2014**  
**Time : 3.00 p.m. to 5.00 p.m.**

**Total Marks : 50**

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

**Q1) What are the core marketing concepts? And explain. [15]**

OR

What is marketing research? Explain the steps in marketing research.

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

- a) What is market segmentation? Explain the Basis for market segmentation.
- b) Explain the factors influencing buying behaviour.
- c) Discuss the various areas of marketing research.
- d) Marketing is the creation and delivery of standard of living. Do you agree with this statement?

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

- a) Requisites of sound market segmentation.
- b) Importance of consumer behaviour.
- c) Societal marketing.
- d) Distinguish market and marketing.
- e) Importance of marketing research.

