

**C -218**

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Seat No.	
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**B.B.A (Part - I) (Semester - I) Examination, November - 2015**  
**MARKETING MANAGEMENT (Paper-I)**  
**Sub. Code :22923**

Day and Date :Thursday, 05 - 11 - 2015

Total Marks : 40

Time : 12.00 p.m. to 02.00 p.m.

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

**Q1)** Explain the different approaches in Marketing? [14]

OR

**Q1)** What are the factors affecting Consumer Behaviour? [14]

**Q2)** Write short answers (Any two) [16]

- Explain the concept of value and satisfaction?
- What are the different steps in of Marketing Research?
- Explain the bases for Market segmentation?
- Explain the concept of exchange and transaction?

**Q3)** Write short notes (Any two) [10]

- Production concept
- Ares of Marketing research
- requisites of sound marketing research
- Customer satisfaction

