

E-292

Total No. of Pages : 1

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

**B.B.A. (Part - I) (Semester - I)
Examination, November - 2016
MARKETING MANAGEMENT (Paper - I)
Sub. Code : 22923**

**Day and Date : Wednesday, 09 - 11 - 2016
Time : 12.00 noon to 2.00 p.m.**

Total Marks : 50

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

Q1) Define Marketing? Explain the different approaches in marketing. [15]

OR

What is the scope for Marketing Research? Explain the steps in Marketing Research?

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

- a) What is the basis for market Segmentation?
- b) Explain the meaning and importance of consumer behaviour.
- c) Explain the various methods of data collection in Marketing Research.
- d) With appropriate example explain Need, Wants and Demand?

Q3) Write short notes (Any Three): [15]

- a) Exchange and Transaction.
- b) Post purchase Evaluation.
- c) Customer satisfaction.
- d) Requisites of sound market segmentation.
- e) Areas of Marketing Research.

