



HCY-010-001301

Seat No. _____

B. B. A. (Sem. III) (CBCS) Examination

October / November – 2017

301 : Marketing Management - I

(Old Course)

Faculty Code : 010

Subject Code : 001301

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions : (1) All questions are compulsory.
(2) Figures on the right hand side indicates marks of that relevant questions.

1 Define market, marketing and marketing management. 14
Explain exchange and societal marketing concepts in detail.

OR

1 What is marketing ? Explain characteristics and 14
importance of marketing in detail.

2 Define marketing mix. Explain factors affecting marketing 14
mix.

OR

2 What is Consumer Behavior ? Explain the steps of 14
buying process with relevant examples.

3 Define market segmentation. Explain the bases for consumer market segments with relevant examples. **14**

OR

3 Write a detailed note on product positioning with examples. **14**

4 Define product and product mix. Explain the product mix dimensions with respective examples. **14**

OR

4 What is new product ? Explain the new product development process in detail. **14**

5 Define pricing. Explain any three methods of pricing in detail with relevant examples. **14**

OR

5 Explain factors affecting pricing decision. **14**
