



PBD-010-001301 Seat No. _____

B. B. A. (Sem. III) (CBCS) Examination
November / December – 2018
Marketing Management-01
(Old Course)

Faculty Code : 010
Subject Code : 01301

Time : 2½ Hours]

[Total Marks : 70

Instructions :

- (1) All questions are compulsory.
- (2) Figures on the right hand side indicates.

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

OR

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

2 Define marketing mix. Explain the elements of marketing mix with suitable examples. 14

OR

2 What is consumer behavior ? Explain the buying process with relevant examples. 14

3 Define market segmentation. Explain the bases of segmenting consumer market. 14

OR

3 What is market targeting and target marketing ? Explain the strategies for market targeting. 14

4 Define product and product mix. Explain various product mix dimensions. 14

OR

4 What is new product ? Explain the stages of new product development with relevant examples. 14

5 Define price. Explain the factors affecting price and its significance in marketing. 14

OR

5 What is pricing ? Explain any five methods of price setting with relevant examples. 14
