



**JAI-010-001301**

Seat No. \_\_\_\_\_

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

**November - 2019**

**Marketing Management : Paper - 301**

*(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 indicate marks of relevant question.

- 1 Define market, marketing and marketing management. 14  
Explain difference between marketing and selling concept in detail.

**OR**

- 1 Write a detailed note on : 7×2=14  
(1) Exchange in marketing  
(2) Societal marketing.

- 2 What is consumer behaviour ? Explain factors affecting 14  
consumer behaviour.

**OR**

- 2 Write a short note on : 7×2=14  
(1) Marketing Mix Elements.  
(2) Steps of buying process.

- 3 What is market segmentation ? Explain bases for 14  
segmenting consumer market.

**OR**

- 3 Write a detailed note on : 7×2=14  
(1) Target marketing and market targeting.  
(2) Product positioning.

- 4 Give conceptual definition of 2×7=14  
– Product – Product mix – Product line  
– Product Item – New Product  
– Product life cycle – Consumer adoption process.

**OR**

- 4 Write a short note on : 7×2=14  
(1) Product mix dimensions.  
(2) Consumer Adoption process.

- 5 Define pricing. Explain factors affecting pricing decision. 14

**OR**

- 5 Explain any three methods of price setting in detail. 14

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