



DC-010-001301 Seat No. _____

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

March - 2022

Marketing Management - I

Faculty Code : 010

Subject Code : 001301

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

[Total Marks : 70

1 Explain in detail the concepts of marketing (Company orientation of marketing). 14

OR

1 Differentiate with examples the concept of selling and marketing. 14

2 Define the elements of marketing mix. Also explain briefly the factors affecting marketing mix. 14

OR

2 Define personal and psychological factors affecting consumer behaviour. Define the steps in the buying process. 14

3 Define segmentation. Discuss in detail the benefits and limitations of segmentation. 14

OR

3 Define the various bases of segmentation. 14

4 What do you understand by product mix ? Define in detail the decisions a marketer takes related to product mix and product line. 4+10

OR

4 Elucidate in detail the different stages in a Product-Life-Cycle. 14

5 What do you understand by the term 'Price' ? Explain in detail the various objectives of pricing. 14

OR

5 Explain in detail the various methods of pricing. 14