

B.B.A.- III (CBCS Pattern) Semester - V
UCB5EM1 - Marketing Management-I

P. Pages : 1

Time : Three Hours



GUG/S/23/13036

Max. Marks : 80

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- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) Explain the importance and objectives of Marketing. 8
b) Differentiate between selling and Marketing. 8

OR

- c) Define Marketing. State the functions of Marketing. 16
2. a) State the importance of the repositioning. 8
b) Discuss the characteristics of an effective segmentation. 8

OR

- c) What is Marketing Mix? Explain 4P's of Marketing Mix. 16
3. a) Write a note on buying decision making process. 8
b) Elaborate on classification of products. 8

OR

- c) Explain consumer buying behaviour. State importance and characteristics of consumer buying behaviour. 16
4. a) Discuss the factors of Marketing strategy preparation. 8
b) Explain basic concepts of strategy preparation. 8

OR

- c) Discuss the importance and benefits of strategy preparation. 16
5. Write short note on:
a) Evolution of Marketing. 4
b) Marketing Environment. 4
c) Product mix. 4
d) Need for marketing strategy preparation. 4
