

B.B.A. (CBCS Pattern) Sem-V  
**UCB5EM1 : Marketing Management-I**

P. Pages : 1

Time : Three Hours



**GUG/W/22/13036**

Max. Marks : 80

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

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|-----------|---|-----------|
| <b>1.</b> | a) Explain the basic concept of marketing   | <b>8</b>  |
|           | b) Write Difference between selling & Marketing.  | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) What do you mean by marketing. Explain the evolution of marketing in the Indian context. | <b>16</b> |
| <b>2.</b> | a) Explain the marketing mix.   | <b>8</b>  |
|           | b) Explain the marketing environment.   | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) Explain the targeting & Positioning of marketing   | <b>16</b> |
| <b>3.</b> | a) Explain the product mix  | <b>8</b>  |
|           | b) Explain the consumer adoption process.   | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) Explain the factors in fluecing in buying decision making process.                       | <b>16</b> |
| <b>4.</b> | a) Explain the Basic of marketing strategy preparation.                                     | <b>8</b>  |
|           | b) State the need of strategy preparation.  | <b>8</b>  |
| <b>OR</b> |   |           |
|           | c) State the importance & Benefits of strategy preparation.                                 | <b>16</b> |
| <b>5.</b> | Write shote note:   |           |
|           | a) Introduction to marketing.   | <b>4</b>  |
|           | b) Repositioning.   | <b>4</b>  |
|           | c) Classification of products.  | <b>4</b>  |
|           | d) Marketing strategy.  | <b>4</b>  |

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