

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

P. Pages : 1

Time : Three Hours



GUG/S/25/13036

Max. Marks : 80

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

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|-----------|-------------------|---|-----------|
| 1. | a) | Explain the term 'Marketing'. State the function of marketing. | 8 |
| | b) | State the importance and objective of marketing. | 8 |
| OR | | | |
| | c) | Define selling. Differentiate between selling and marketing. | 16 |
| 2. | a) | Explain the concept of marketing Mix. | 8 |
| | b) | What is Positioning & Re-positioning. | 8 |
| OR | | | |
| | c) | What do you mean by market segmentation? State its features. | 16 |
| 3. | a) | Explain the Concept of PLC. | 8 |
| | b) | Explain the factors which influence in buying decision making process. | 8 |
| OR | | | |
| | c) | Define product, explain classification of product. | 16 |
| 4. | a) | State the Benefits of strategy preparation. | 8 |
| | b) | Discuss the importance of marketing strategy. | 8 |
| OR | | | |
| | c) | What do you mean by marketing strategy. State the need of marketing strategy preparation. | 16 |
| 5. | Write short notes | | |
| | i) | Concept of selling. | 4 |
| | ii) | Marketing Environment. | 4 |
| | iii) | Consumer adoption process. | 4 |
| | iv) | Strategy Preparation. | 4 |
