

B.B.A. - I (NEP) Semester-II
MM-1 - Marketing Management

P. Pages : 1

Time : Three Hours



GUG/S/25/16533

Max. Marks : 80

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- Notes : 1. Attempt **Any Five** Questions
2. All Questions carry equal marks

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|-----|---|----|
| 1. | Define Marketing? Discuss concepts and Importance of marketing. | 16 |
| 2. | Explain the Need, Wants and Demands in marketing. | 16 |
| 3. | What is consumer behavior? Discuss the Factors affecting consumer behavior. | 16 |
| 4. | Explain Consumer Modeling with The economic model and Learning model. | 16 |
| 5. | Discuss Meaning and Importance of market segmentation. | 16 |
| 6. | Discuss Market Segmentation strategies. | 16 |
| 7. | What are the scope & importance of Marketing Mix? | 16 |
| 8. | What is Product? Explain the types of product. | 16 |
| 9. | Explain the Price with methods of pricing. | 16 |
| 10. | Write Short note. | 16 |
| | a) Marketing Environment | |
| | b) Promotion. | |
| | c) Targeting. | |
| | d) 4 P's of marketing | |
