

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

P. Pages : 1

Time : Three Hours



GUG/W/23/13036

Max. Marks : 80

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

1. a) Define 'marketing' and write its functions? 8
b) Explain evolution of marketing in the Indian context. 8

OR

- c) What do you mean by marketing. Explain the difference between selling and marketing. 16
2. a) Explain the concept of marketing segmentation. 8
b) What is targeting and positioning of marketing. 8

OR

- c) What is marketing environment? State characteristics of marketing environment. 16
3. a) State classification of products. 8
b) Explain the consumer adoption process. 8

OR

- c) Explain the factors influencing in buying decision making process? 16
4. a) State the basics of marketing strategy preparation? 8
b) Discuss the importance of marketing strategy. 8

OR

- c) Write factors of marketing strategy preparation and Analyse it. 16
5. Write short note.
a) Scope of marketing. 4
b) Marketing mix. 4
c) Consumer buying behavior. 4
d) Need of marketing strategy. 4
