



MAS-010-001301 Seat No. _____

B. B. A. (Sem. III) (CBCS) Examination

October / November – 2016

301 : Marketing Management - I

(New Course)

Faculty Code : 010

Subject Code : 001301

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- Instructions :** (1) It is compulsory to attempt all questions.
(2) Right hand side figures indicate the marks.

1 What do you mean by 'Marketing' ? What is the importance of marketing ? 14

OR

1 Explain different philosophies / concepts of Marketing. 14

2 What do you mean by Marketing-Mix ? Explain 4Ps of Marketing-Mix. 14

OR

2 What do you mean by consumer behaviour ? Explain factors affecting consumer behaviour. 14

3 What do you mean by Market Segmentation ? Which are the bases of segmenting consumer market ? 14

OR

3 Write a detailed note on S-T-P (Segmenting-Targetting-Positioning) approach. 14

- 4 Define product-mix, product, product-line, product item. 14
Explain product-mix dimensions with example.

OR

- 4 What do you mean by 'New-product' ? Explain New 14
Product Development Process.

- 5 Conceptualize 'Price' and 'Pricing'. What is significance 14
of price in Marketing ?

OR

- 5 Explain in detail factors affecting pricing decisions. 14
