

B.B.A. Sem-V
BBA348 - Marketing Management-I

P. Pages : 1

Time : Three Hours



GUG/S/19/812

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) Describe the evolution of marketing in the Indian context. 8

OR

- c) Nature, Scope and basic concept of marketing in current era. 16
2. a) Explain the concept of marketing segmentation. 8
b) Explain marketing environment. 8

OR

- c) Explain targeting, positioning and repositioning in market situation. 16
3. a) Define the product? Explain the concept of product mix. 8
b) State classification of products. 8

OR

- c) Factors influencing buying decision making process. 16
4. a) State the need and importance of marketing strategy. 8
b) Explain the benefits of well preferred marketing and strategy. 8

OR

- c) Write factors of marketing strategy preparation and Analyse it. 16
5. Explain in brief.
a) Marketing concept. 4
b) Repositioning. 4
c) Concept of product. 4
d) Basic of marketing strategy. 4
