

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2022-2023 Examination**

**Semester: 3****Subject Code: 06101201****Subject Name: MARKETING MANAGEMENT - I****Date: 13/03/2023****Time: 2.00pm to 4.30pm****Total Marks: 60****Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1 Do as Directed.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark)****(05)**

1.Needs include

a) water

c)food

b)shelter

d)all the above

2. Marketing orientation does not include which concept

a) economic concept

c)social concept

b)marketing concept

d)production concept

3. learning model of consumer behavior include

a) basic needs

c)self -fulfillment needs

b)physiological needs

d) all the above

4. Demand means

a) willing to pay

c) ability to pay

b)both A &amp;C

d) social pressure

5.Targeting comes before

a) positioning

c)segmentation

b)demand

d)all the above

**B).Define the following. (Each of 1 mark)****(05)**

1.Want

2.Market

3. Brand image

4.Customer value

5.Targeting

**C).Direct questions. (Each of 1 mark)****(05)**

1.positioning

2.Marketing

3.Market research

4.Customer perceived value

5.Influencing consumer buyer behavior of “Social factors”

**Q.2 Answer the following questions.****A).Explain marketing process****(07)****B). Explain limitations of market research****(08)****Q.3 Answer the following questions.****A).Explain marketing mix with examples****(07)****B). Importance of buyer behavior****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Explain buying characteristics of influencing consumer behavior with live example

2.Explain buyer behavior with the help of buyer matrix

3.why marketing subject is important in real world

4. Explain segmentation, targeting &amp; positioning with your live example