

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2023 - 24 Examination**

**Semester: 3**  
**Subject Code: 06101201**  
**Subject Name: Marketing Management-I**

**Date: 28-11-2023**  
**Time: 10:30 am to 1:00 pm**  
**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.**

	CO	PO	BT
<b>A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)</b>			
1. Which of the following is key to build relationship with consumers-	1	4	5
a) Product price			
b) Need identification			
c) Quality of product			
d) Customer satisfaction			
2. Many people want BMW, only few are able to buy; this is example of-	2	2	3
a) Need			
b) Want			
c) Demand			
d) Status			
3. Testing a product before its launch is called as-	1	4	4
a) Test marketing			
b) Concept testing			
c) Test market			
d) Consumer testing			
4. Marketers often use this term to refer different groups of customers-	2	1	1
a) Buying roles			
b) Demographic segment			
c) Buyers			
d) Target segment			
5. Marketing is a process which refers to-	3	3	5
a) Profit making			
b) Production			
c) Satisfaction of customer			
d) Selling products			
<b>B). Define the following. (Each of 1 mark) (05)</b>			
1. Marketing Information System	2	2	2
2. Positioning	3	2	2
3. New Product Development	2	1	2
4. Segmentation	1	4	2
5. Need recognition	3	2	2
<b>C). Direct questions. (Each of 1 mark) (05)</b>			
1. Difference between selling and marketing.	3	2	2
2. What is test marketing?	2	3	2
3. What are Industrial products?	3	4	3
4. What is commercialization?	1	1	5
5. What is market research?	1	4	4
<b>Q.2 Answer the following questions.</b>			
A) What buying characteristics influence consumer behaviour? (07)	1	4	4
B) Write about different concepts of marketing followed by organizations with their importance. (08)	2	1	2
<b>Q.3 Answer the following questions.</b>			
A) Explain Marketing mix with its importance. (07)	3	1	5
B) What is targeting. Write about different targeting strategies for the (08)	2	2	6

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

**(15)**

1. Write segmentation, targeting and positioning you would adopt for a product (Men's shirt range priced between Rs. 700 – 1500).
2. Explain Marketing research with its process.
3. Explain segmentation. What are the different bases of segmenting a market?
4. How organizational buyers are different from market buyers. What factors influence organizational buying?

2	3	2
3	4	2
1	2	4
2	2	1