

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA/BBA (Hons)/INT.DBA-BBA Winter 2023 - 24 Examination

Semester: 01/05
Subject Code: 06010101LM01
Subject Name: Marketing Management -1

Date: 27/01/2024
Time: 10:30am to 1:00pm
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	Bloom's Taxonomy
A).	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)			Remembering
	1. Marketing is a _____ Process		1	1	
	a) Exchange	c) Customer Centric			
	b) Profit making	d) All the above			
	2. A _____ is a commodity, produced or built to satisfy the need of an individual or a group.		1	1	Remembering
	a) Promotion	c) Raw material			
	b) Product	d) Place			
	3. In _____ Market Purchases are done for the personal consumption and not to utilize it for selling or further production.		2	1	Remembering
	a) Global	c) Consumer			
	b) Business	d) Institutional			
	4. _____ Orientation emphasizes aggressive sales and promotional efforts.		2	1	Remembering
	a) Sales	c) Societal Marketing			
	b) Marketing	d) Product			
	5. The _____ environment refers to the factors and conditions within an organization that directly affect its operations, culture, and performance.		2	1	Remembering
	a) External	c) Organizational			
	b) Internal	d) Functional			
B).	Define the following. (Each of 1 mark)	(05)			
	1. Environmental Scanning		2	1	Remembering
	2. Marketing Planning		1	1	Remembering
	3. Product Orientation		2	1	Remembering
	4. Advertisement		3	1	Remembering
	5. Public Relation		3	1	Remembering
C).	Direct questions. (Each of 1 mark)	(05)			
	1. Explain Market Research		5	1	Remembering
	2. Define Personal Selling		3	1	Remembering
	3. What is Channel Decision?		3	1	Remembering
	4. Explain Business Market.		4	1	Remembering
	5. What is Sales Promotion?		3	1	Remembering

Q.2	Answer the following questions.				
A).	Explain Consumer Buying Behavior. Write about the factors influencing Consumer Buying Behavior.	(07)	4	1	understanding
B).	What is Marketing Management? Explain the importance of Marketing Management	(08)	5	1	Understanding
Q.3	Answer the following questions.				
A).	Explain SWOT Analysis and Justify with the example of any organization.	(07)	5	1	Analysing
B).	Explain the functions of Distribution Channels	(08)	5	1	understanding
Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
	1. Define Promotion Mix. Explain all the Promotion Mix		4	1	Understanding
	2. Explain Consumer buying Behavior Process.		3	1	Understanding
	3. What is MKIS? Explain the different components of MKIS		3	1	Understanding
	4. Explain the types of Market Segmentation with suitable examples.		2	1	Understanding