

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019 - 20 Examination**

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

**Date: 19/11/2019**  
**Time: 02:00pm to 04:30pm**  
**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. "Many people want BMW, only few are able to buy" this is an example of
 

(a) Need	(c) Want
(b) Demand	(d) Status
2. \_\_\_\_\_ examines the degree to which segments are large or profitable enough to serve as
 

a) Accessibility	c) Actionability
b) Substantiality	d) Measurability
3. ....is one of the most basic influences on an Individual's needs, wants and behavior
 

a) Brand	c) Price
b) Culture	d) Product
4. The \_\_\_\_\_ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
 

a) production	c) marketing
b) holistic marketing	d) selling
5. .... as the systematic design, collection, analysis and reporting of data and findings relevant to a specific market situation facing the company.
 

a) Marketing Research	c) Marketing Planning
b) Data Collection	d) None of the above

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

1. Marketing Management
2. Target Marketing
3. Psychological Segmentation
4. Consumer
5. Learning Model

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

1. Difference between Selling & Marketing
2. Give the Components of a MkIS
3. What are core concepts of marketing
4. Mention 5 FMCG companies name.
5. Mention the types of Geographical location

**Q.2 Answer the following questions.**

- A). Explain the Process of Marketing Research (07)
- B). Discuss the buying Characteristics that Influencing Consumer Behaviour (08)

**Q.3 Answer the following questions.**

- A). What are concepts of Marketing Explain? (07)
- B). Define Segmentation also explain the benefits of segmentation. (08)

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

**(15)**

1. Buyer behavior is different in case of industrial market and consumer market explain.
2. Develop a marketing mix for Lays chips, Kitkat chocolate and Jaguar Cars
- 3.” Segmentation is the best art of selling goods” In the light of same explain the ways in which
4. “Marketing Research has a great application in business development”. Discuss.