Seat No:_____   Enrollment No:_____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Winter 2018 - 19 Examination

Semester: 3   Date: 22/10/2018
Subject Code: 06101201   Time: 10:30am to 1:00pm
Subject Name: Marketing Management-I   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 to buy BMW, only few are able to buy" this is an example of

   a) Need   **c)** Demand

   b) Want   **d)** Status

2. Segmentation based on values and attitudes and behavioral patterns is an example of

   a) geographic location   **c)** cultural factors

   b) economic factors   **d)** political and legal factors

3 In 'stages of adoption process', the customer decides to become regular user in

   a) awareness stage   **c)** interest stage

   b) evaluation stage   **d)** adoption

4   The information of MIS comes from the

   a) Internal source organization   **c)** External source

   b) Both internal and external source   **d)** none of these

5 In effective target market, marketers should focus on

   a) Market segmentation   **c)** Market Targeting

   b) Market positioning   **d)** All of the above

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

   1.Components of MKIS

   2. Marketing Research

   3. Production concept

   4.Target Marketing

   5. Consumer

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

1. Mention the concepts of Marketing

2. Example of Core concept of Marketing

3. Give three examples of Niche Market

4. Give Four Functions of Marketing

5. Importance of Marketing research

Q.2 Answer the following questions.

A). Define selling & Marketing explain the points of difference between Selling & Marketing   **(07)**

B). Comment the process of Marketing Research   **(08)**

Q.3 Answer the following questions.

A). Explain the types of target market   **(07)**

B). Explain the Factors Influencing Organizational Buyers   **(08)**

Q.4 Attempt any two questions.   **(Each of 7.5 mark)**   **(15)**

1. Segmentation is a complex process for any marketer, in what ways they can find categories the same

2. Explain the marketing Mix for BMW cars and I Phone 7

3.Give the positioning strategy for Cadbury dairy Milk

4. "Buying doesn't happen suddenly it has several steps to go with." Explain.