

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Regular, Winter 2017 - 18 Examination**

Semester: III

Date: 12/12/2017

Subject Code: 06101201

Time: 02:00 pm to 04:30pm

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. Good marketing is no accident, but a result of careful planning and \_\_\_\_\_.
 

a) Execution	c) Selling
b) Strategies	d) Research
2. Segmentation on basis of values and attitudes and behavioral patterns is an example
 

a) Geographic location	c) Economic factor
b) Cultural factor	d) Political and legal factor
3. In 'stages of adoption process', customer decides to become regular user in
 

a) Awareness stage	c) Evaluation stage
b) Interest stage	d) Adoption
4. Second step in marketing research process is
 

a) Define research objective	c) Implement research plan
b) Develop research plan	d) None of above
5. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers.
 

a) People	c) Demographic segment
b) Buying behavior	d) Market

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

1. Define Marketing?
2. Distinguish between Selling and Marketing?
3. Define market Segmentation
4. Marketing Research
5. Consumer Behavior

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

1. Name the components of MKIS
2. Write any one element of marketing mix
3. What do you mean by impulse buying?
4. Target marketing
5. Product

**Q.2 Answer the following questions.****A). Explain the core marketing concept and their linkage to one another. give example? (07)****B). The marketing mix is the one of the major concept in marketing. Justify the statement. (08)****Q.3 Answer the following questions.****A). What is target marketing? What are the different levels of target marketing? (07)****B). Explain the marketing research process (08)****Q.4 Attempt any two questions. (Each of 7.5 mark) (15)**

1. What is Market Segmentation? Explain various elements of Market Segmentation?
2. Discuss the function Marketing research?
3. Explain the factors influencing on consumer behavior
4. Explain the Marketing Mix