

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2017 - 18 Examination**

**Semester: 3****Subject Code: 06101201****Subject Name: Marketing Management-I****Date: 01/06/2018****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. In effective target market, marketers should focus on
  - a) Market segmentation
  - b) Market positioning
  - c) Market Targeting
  - d) All of the above
2. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behavior
  - a) Brand
  - b) Product
  - c) Culture
  - d) Price
3. Marketing helps firms to increase their profits by
  - a) Increase in sales
  - b) Increase in production
  - c) Increase in price
  - d) Increase in customer
4. ----- referred to as zero segmentation
  - a) Mass marketing
  - b) Niche marketing
  - c) Differentiated marketing
  - d) Market targeting
- 5 When backed by buying power, wants to become
  - a) Social needs
  - b) Exchanges
  - c) Demands
  - d) Physical needs

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

1. Marketing Management
2. Selling Concept
3. Marketing Information system (MKIS)
4. undifferentiated marketing
5. Market Segmentation

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

1. Name the concepts of marketing
2. Highlight the basis for Market Segmentation
3. Explain the Economic model of consumer Behaviour
4. Give any four applications of Consumer Research
5. What are components of MKIS

**Q.2 Answer the following questions.****A). Discuss the factors affecting consumer decision.****(07)****B). Explain the process of marketing research with its Limitation****(08)****Q.3 Answer the following questions.****A). Define Marketing and discuss the difference between marketing and selling****(07)****B). Discuss the targeting strategies adopted by the companies.****(08)**

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

**(15)**

1. Design the consumer decision making process for the purchase of a car.
2. Give the segmentation for the following products
  - A. Watch
  - B. Books
  - C. Mobile
  - D. Car
3. Explain the marketing Mix for I phone X and Oppo camera Phone
4. “Buying doesn’t happen suddenly it has several steps to go with.” Explain