



KA-3554

**Second Year B. B. A. (Sem. III) (CBCS) Examination**  
**October / November – 2012**  
**Marketing Management - I (I)**

Time : Hours]

[Total Marks : 70

**Instructions :**

(1)

नीचे दशांशविक निशानीवाणी विगतो उत्तरवडी पर अवश्य बजवी. Fillup strictly the details of signs on your answer book.	Seat No. .
Name of the Examination :	
Second Year B. B. A. (Sem. 3) (CBCS)	
Name of the Subject :	
Marketing Management - 1 (I)	
Subject Code No. : 3 5 5 4	Section No. (1, 2,....) : NIL
	Student's Signature

- (2) Figures to the **right** indicate full marks allocated to that question.  
(3) All questions are compulsory.

- 1 Define terms. 10
- a. Points of Parity
  - b. Points of Difference
  - c. Targeting
  - d. Brand Equity
  - e. Reference group

- 2 a. Explain the difference between Marketing and Selling concepts in detail. 12

OR

- a. Explain production concept in detail highlighting its assumption. What are the problems of production concept? Also discuss with suitable example(s) under what circumstances production concept is applicable in today's competitive environment. 12

- 3 a. Define consumer behaviour. Explain consumer buying process with a suitable example. 12

OR

- a. What are the unique characters of Business buying behaviour? Explain in detail. 12

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[Contd...

b. Explain with suitable example how personal factor affects consumer buying behaviour? **08**

OR

b. Define Business buying behaviour. Also explain first four step of Business buying process with suitable example. **08**

4 a. For the following product; Identify the segmentation base (variable) that you consider best for targeting consumers. - Explain your decisions. **10**

1. Sports bike
2. Holiday home
3. Warm Clothing
4. Tea
5. Smart phones

b. What is Niche Marketing? Give at least two examples of Niche Marketing. **04**

5 Write short notes. (Any two) **14**

- a. Marketing Audit
- b. Profitability Control
- c. Efficiency Control