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BBA
(SEM III) THEORY EXAMINATION 2025-26
MARKETING MANAGEMENT - I

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt *all* questions in brief.

2 x 07 = 14

Q no.	Question	CO
a.	Define marketing.	1
b.	What is selling?	1
c.	Name the types of marketing environment.	2
d.	Explain marketing research.	2
e.	What is consumer behaviour?	3
f.	Explain market segmentation.	4
g.	Describe the great Indian market.	5

SECTION B

2. Attempt any *three* of the following:

07 x 3 = 21

a.	Analyse the concept of market and types of market.	1
b.	Describe various controllable & uncontrollable factors of marketing environment.	2
c.	Examine the need & importance of studying consumer behaviour.	3
d.	Discuss the meaning & concept of market segmentation.	4
e.	Evaluate current marketing realities.	5

SECTION C

3. Attempt any *one* part of the following:

07 x 1 = 07

a.	Explain nature, scope and importance of marketing.	1
b.	Describe value delivery process & value chain.	1

4. Attempt any *one* part of the following:

07 x 1 = 07

a.	Evaluate marketing information system and marketing research.	2
b.	Analyse concept, need & importance of marketing information system (MkIS).	2

5. Attempt any *one* part of the following:

07 x 1 = 07

a.	Examine factors influencing business buying behaviour	3
b.	Describe consumer buying decision process.	3

6. Attempt any *one* part of the following:

07 x 1 = 07

a.	Explain the bases & types of market segmentation.	4
b.	Discuss the bases for segmenting business markets.	4

7. Attempt any *one* part of the following:

07 x 1 = 07

a.	Examine the role of current consumer capabilities with reference to current marketing realities.	5
b.	Discuss the features and challenges of the great Indian market.	5