Sub Code:KMB106/KMT106

Roll No:

MBA
(SEM-I) THEORY EXAMINATION 2019-20
MARKETING MANAGEMENT -I

Time: 3 Hours *Total Marks: 100*

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. **Attempt all questions in brief.** 2 x 10 = 20

Qno.	Question	Marks	CO
a.	Differentiate between sales and marketing concept.	2	1
b.	Outline 7Ps of services.	2	1
c.	DefineConsumer Behavior.	2	2
d.	Explain various Buying Motives	2	2
e.	Write the characteristics of business Market.	2	3
f.	Explain Buying Centre in business market.	2	3
g.	Define "Value Proposition".	2	4
h.	Discuss the criteria for the effective market segmentation.	2	4
i.	Explain the Functions of Marketing Research.	2	5
j.	Discuss the characteristics of marketing information system.	2	5

SECTION B

2. **Attempt any three of the following:**

Qno.	Question	Marks	CO
a.	"Marketing Begins and Ends with the Consumer "- Discuss	10	1
b.	What are the factors which influence the Consumer Behavior in the purchase of a product?	10	2
c.	Differentiate between consumer and Business Buyer Behavior.	10	3
d.	List and Explain the bases for segmenting a consumer market.	10	4
e.	As a marketing manager how you implement Marketing Information system in Rural Market.	10	5

SECTION C

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

Qno.	Question	Marks	CO
a.	Discuss in detail the evolution of marketing concept. What were the factors which brought about this evolution? Give examples	10	1
b.	What are components of micro and macro environment? How do these influence marketing management?	10	1

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

Qno.	Question	Marks	CO
a.	Explain the steps of consumer decision making process for purchase of laptop.	10	2
b.	Explain the types of consumer buying behavior.	10	2

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

Qno.	Question	Marks	CO
a.	Explain the steps of Business Buyingprocess for any organization.	10	3
b.	Explain various factors that influence business buyer behavior.	10	3

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

Qno.	Question	Marks	CO
a.	Explain what is targeting and the various targeting strategies.	10	4
b.	Briefly discuss the concept of positioning. What is the positioning of New Santro car in India?	10	4

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

Qno.	Question	Marks	CO
a.	Differentiate between marketing research and marketing information system.	10	5
b.	Explain the scope and importance of marketing research in India scenario.	10	5