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No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY
BBA LLB (Hon) Examination, Vth-Semester
Monday, Date: 21/11/2016
Session: Evening, Time: 2:00 P.M. To 4:00 P.M.
Subject/Course Code: UL05CBBH01 / Paper No. V
Subject/Course Title: Marketing Management-I

Total Marks: 50

Instructions:

- ❖ All the questions are mandatory.
- ❖ Each question carries certain marks. The mark for each question is stated at the right end of the question.
- ❖ Read the instructions very carefully. Also read the questions carefully before attempting to answer the questions.

Q-1:	Explain core marketing concepts in detail with diagram	13
	OR	
Q-1(A):	Explain different types of markets with examples.	07
Q-1(B):	Discuss the marketing process in detail.	06
Q-2:	Write a note on: (Attempt Any Two) A. Target marketing B. Principles of positioning C. Advantages and disadvantages of market segmentation D. Positioning errors.	12
Q-3:	What is consumer behavior? Explain the stages of buying decision process and also explain the adoption process of new products.	12
	OR	
Q-3(A):	Write note on types of buyer behavior with diagram.	06
Q-3(B):	Write note on factors influencing organizational buyers	06
Q-4:	Elaborate marketing plan for product launch.	13
	OR	
Q-4	Explain the use of product life cycle (PLC) for marketing strategy with suitable examples.	13