

	Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017	2018-19
Year and Program – FY BBA	School - Commerce & Management	Department - Management
Course Code – MBC 102 (Old)	Marketing Management (Old)	Semester – Even (II)
Day and Date – Monday, 20/05/2019	End Semester Examination	Time: 3 hrs, Max Marks: 100 10:30 to 1:30 PM

Instructions: 1) All Questions are compulsory.

		Marks	COs
Q.1	Answer the Following Questions.		
a)	True & False (Any 5)	10	102.1 102.2
	1) 'Value & Satisfaction' is not included in the core concepts of Marketing.		
	2) Marketing is a Relationship between Buyers & Sellers.		
	3) Market Segmentation helps to do better marketing job.		
	4) The environment of the organization can be divided as internal and external.		
	5) Strengths and weaknesses are the result while scanning internal factors.		
	6) Threats are the current or future conditions in the outside environment that may harm the company.		
b)	Answer the short questions (Any 5)	10	102.3 102.4
	1) What is meant by 'Information Search' in Consumer Buying Decision Making process?		
	2) Which are the psychological factors affecting on consumer behaviour?		
	3) Define the term 'E- Marketing'.		
	4) Which are the areas available to conduct online business?		
	5) List out the general advantages of E – Commerce.		
	6) Define the term 'Search Engine Marketing'.		
Q.2	Answer the Following Questions. (Any 2)		
a)	Summarize the detail information about Scope of Marketing.	10	102.1
b)	Describe the Market Targeting Strategies with suitable example.	10	102.1
c)	Memorize and explain bases of market segmentation for consumer market.	10	102.1
Q.3	Answer the Following Questions.(Any 2)		
a)	Illustrate in detail Methods of Environmental Analysis.	10	102.2
b)	Describe the stages involved in New Product Development Process.	10	102.2
c)	Explain different tools available for Marketing Communication Mix.	10	102.2

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Q.4 Answer the Following Questions. (Any 2)

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| a) | Discuss the Process of Consumer Buying Decision Making with suitable example. | 10 | 102.3 |
| b) | Describe the Model of Consumer behaviour. | 10 | 102.3 |
| c) | Memorize which is the Factors Affecting on Consumer Behaviour. | 10 | 102.3 |

Q.5 Answer the Following Questions.

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| a) | List out the Advantages & Disadvantages of E – Commerce. | 10 | 102.4 |
| b) | Illustrate why Green Marketing is important in a Business. | 10 | 102.4 |

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