



Sanjay Ghodawat University, Kolhapur

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

2017 – 18 FY BBA

School of Commerce &

2017-18

FY BBA

MBC102

Marketing Management

18ES2

Day and Date: 22/5/18

End Semester Examination

Time: 3 hrs, Max Marks: 100

10-30 AM To 1-30 PM.

Instruction:

1) All Questions are compulsory.

	Marks	COs
Q.1 Answer the following questions		
a) State True or False (Any 5)	10	
i. Marketing means only "selling" or "advertising."		CO102.1
ii. Marketing is a system of interacting business activities.		CO102.1
iii. 'Value and satisfaction' is not included in core concept of marketing.		CO102.1
iv. The marketing activities of the business are affected by several internal and external factors.		CO102.2
v. Commercialization is not a part of process of new product development.		CO102.2
vi. The promotion mix elements are concerned with activities that are undertaken to communicate with customers.		CO102.2
b) Answer the following questions shortly. (Any 5)	10	
i. Define Consumer Behaviour		CO102.3
ii. State the stages of consumer buying decision making.		CO102.3
iii. What do meant by Industrial Buying Behaviour?		CO102.3
iv. Define Green Marketing.		CO102.4
v. What is e – retailing?		CO102.4
vi. Define the term 'Relationship Marketing'.		CO102.4
Q.2 Answer any 2 questions of the following.		
a) Define Marketing and its nature and scope.	10	CO102.1
b) Which are the bases for segmenting the consumer market?	10	CO102.1
c) Explain in detail core concepts of marketing.	10	CO102.1
Q.3 Answer any 2 questions of the following.		
a) Discuss in detail phases of new product development.	10	CO102.2
b) Explain in detail extended marketing mix elements.	10	CO102.2
c) Describe in detail methods of environmental analysis.	10	CO102.2
Q.4 Answer any 2 questions of the following.		

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| a) | Which factors are influencing on consumer behaviour? | 10 | CO102.3 |
| b) | Explain in detail importance of consumer behaviour. | 10 | CO102.3 |
| c) | Define Industrial Buyer Behaviour. Discuss the stages of industrial buyer's decision | 10 | CO102.3 |

Q.5 Answer the following questions.

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| a) | Discuss in detail e marketing strategies. | 10 | CO102.4 |
| b) | Explain in detail merits and demerits of e – commerce. | 10 | CO102.4 |
