



ADITYA DEGREE COLLEGES: AU REGION
IV SEMESTER - MID - I - EXAMINATIONS

Date: 05-02-2025

Course: BBA

Max. Marks: 60

Time: 3 Hours

Subject: Marketing Management

SECTION - A

Answer any FIVE from the following questions:

5 X4 = 20 M

1. Market process
2. Selling Vs Marketing
3. Marketing environment
4. Basics of segmentation
5. Positioning strategies
6. Importance of marketing
7. Segmentation
8. Concepts of marketing management

SECTION - B

Answer all the following questions:

4 X10 = 40 M

9. a) Define Marketing? Explain core concepts of marketing? (or)
b) Describe company orientation towards marketing?
10. a) Explain the scope & importance of marketing? (or)
b) Describe elements of marketing?
11. a) Define segmentation? Explaining various levels of segmentation. (or)
b) Describe patterns of targeting & positioning strategies.
12. a) Describe positioning for competitive advantage. (or)
b) Explain process of STP.