



# ADITYA DEGREE COLLEGES: AU REGION

(Affiliated to Andhra University)

IV SEM, MID-I EXAMINATIONS, FEB 2025

Dt: 8-2-2025

Course: B.Com.(Hons.)

Max. Marks: 60;

Time: 3 Hrs

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## MARKETING MANAGEMENT

### SECTION - A

Answer any five questions

5 x 4= 20 M

1. Core concepts of marketing
2. Selling Vs. Marketing
3. Marketing process
4. Patterns of targeting
5. Market segmentation
6. Positioning for competitive advantage
7. Demographic segmentation
8. Levels of segmentation

### SECTION - B

Answer the following questions

4 x 10= 40 M

9. (a) Define *Marketing* ? Explain its importance?  
(or)  
(b) Explain company orientations towards *Marketing*?
10. (a) Explain various elements of *Marketing-Mix*?  
(or)  
(b) What is *Segmentation*? Explain basis for *Segmentation*?
11. (a) Explain process of STP?  
(or)  
(b) What is *Positioning*? Explain various positioning strategies?
12. (a) Explain importance of *Positioning*?  
(or)  
(b) What is *Marketing Environment*? Explain different types of marketing environments?