



Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Course: **BBA**

Semester: **II**

Name of the Paper: **Marketing Management**

Paper Code: **BBA-202**

Time: **1.5 hour**

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub-questions
- (ii) Each question carries 10 marks.

Q1.

a. Why is marketing important for economic development? **CO-4**
OR

(10 Marks)

b. Do you think selling and marketing are the same with different names? Justify your answer. **CO-4**

Q2.

a. How the product concept and production concept are different? **CO-2**
OR

(10 Marks)

b. "Marketing job is to satisfy the needs to get profit". Comment. **CO-2**

Q3.

a. Define consumer behavior and its importance in marketing. **CO-1**
OR

(10 Marks)

b. Explain the Marketing Environment and its two major components. **CO-2**

Q4.

a. Define market segmentation and explain its importance in marketing strategy. **CO-1**
OR

(10 Marks)

b. What are the key bases for market segmentation? Provide examples. **CO-2**

Q5.

a. Explain the five stages of the consumer buying decision process with an example. **CO-2**
OR

(10 Marks)

b. Explain the concepts of targeting and positioning with examples. **CO-2**