



## 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. (10 Marks)

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

OR

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

Q2. (10 Marks)

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

OR

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

Q3. (10 Marks)

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

OR

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

Q4. (10 Marks)

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

OR

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

Q5. (10 Marks)

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

OR

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