202

Paper Code: BBAL4601

School of Legal Studies, BBD University

Program: BBA-LLB **Sem: VI**

First Sessional Test Paper Even Sem (2024-25)

Subject: Marketing Management

Time: 60 Minutes **Max. Marks: 30**

SECTION-A

Q. No. 1. Attempt *All parts* of the following: **[5*1 = 5]**

a) **What is marketing?**
b) **Define brand.**
c) **What is segmentation?**
d) **What is Positioning?**
e) **What is product concept?**

SECTION-B

Q.No.2. Attempt *any Two* of the following: **[7.5*2 = 15]**

a) ***Explain in detail about core marketing concept.***
b) ***Explain the integrated marketing concept.***
c) **Write about consumer behaviour and motivation.**
d) **What is marketing mix? Explain.**

SECTION-C

Q. No. 3. Attempt any *One of* the following: **[10*1 = 10]**

a) **Write difference between core marketing concept and marketing concept.**
b) **Explain marketing research and it's methods.**
c) **Write about STP(Segmentation, Targeting and positioning) in detail.**