

ILVA COMMERCE & SCIENCE COLLEGE

Internal Examination- 2020-21

Class BBA IIIrd SEM

Subject: Marketing Management

Note- Attempt All Questions-

Q 1. What do you understand by marketing? Explain the concept of marketing?

Q 2. Write short notes on: -

(a) Micro and Macro environment of marketing.

(b) Marketing information system

Q 3. Define consumer behaviour and list its chief characteristics. Discuss the slopes of consumer behaviour with relevant example.

Q 4. What do you understand by market segmentation? Explain.

Q 5. Outline the various stages in new product development. Give suitable example in support of your answer.