



# B. P. COLLEGE OF BUSINESS ADMINISTRATION

(A Constituent college of Kadi Sarva Vishwavidyalaya)

MID SEM Examination – September – October 2013

Date: 03/10/13

BBA SEM – III

Total marks: 60

Roll No.....

SUB: Marketing Management I (BBA 16)

Duration: 3 hrs

Q1 Do as directed

12 Marks

1. Define marketing and explain the philosophies in marketing
2. State the primary data collection methods & explain the contact method in detail

Q2 Do as directed

A

6 Marks

- 1) Assumption that guide every action is called \_\_\_\_\_
  - a. Philosophy b. sociology c. physical d. terminology
- 2) The management should try to improve the production and \_\_\_\_\_
  - a. distribution b. channel c. Supply d. both a & b
- 3) Which concept is applicable to unsought goods?
  - a. Product concept b. selling concept c. production concept d. marketing concept
- 4) Which concept takes to a outside – in approach?
  - a. Social concept b. selling concept c. marketing concept d. product concept
- 5) What are the 4 P's of marketing mix?
  - a. price , procurement , promotion, place b. product , place, prime , promotion c. promotion , price , product , palace d. product, price ,place , promotion
- 6) \_\_\_\_\_ is the goods & services combination a company offers to target customer?
  - a. Product b. place c. promotion d. Price

B. Explain different type of closed ended questions

6 Marks

OR

B. Explain different type of open ended questions

Q3 Do as directed

12 Marks

1. State the type of research instrument and explain in detail the mechanical device.
2. Define non probability sampling and explain its type

OR

1. Explain in detail BCG Matrix.
2. Define probability sampling and explain its type.

Q4 Do as directed

12 Marks

1. Explain how companies develop their market intelligence.
2. Explain the various strategies used in BCG Matrix

OR

1. Explain the marketing expansion grid.
2. Explain the 4 P's of marketing

Q5 Do as directed

12 Marks

1. Need wants and demand
2. Customer satisfaction

OR

1. De-marketing
2. Total quality marketing