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[Marketing Management Notes From Bba 3rd Semester Pdf](#)



2nd Semester BBA
MM-I (BM-1301 / BBA-MM-201)
(Regular & Back)

SPRING END SEMESTER EXAMINATION-2015

2nd Semester BBA

MM-I (BM-1301 / BBA-MM-201)

Lecture Notes [2014-17 Batch]

Full Marks: 50

Time: 2 Hours

Answer any SIX questions including question No. 1 which is compulsory.

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable and all parts of a question should be answered at one place only.

1. Explain the following terms: [2 × 5]
 - (a) Marketing Myopia
 - (b) Behavioural Segmentation
 - (c) Selling Concept
 - (d) Customer Value
 - (e) Positioning
2. Discuss the steps of consumer decision making process in buying a consumer durable. Explain with examples. [8]
3. Discuss on Celebrity endorsement in Advertising and its impact in promoting a product. Give suitable examples. [8]
4. What do you mean by Market Segmentation? Why and how are markets segmented? Explain its objective and importance. Give examples. [8]

(1)

KIIT-U/2015/SOM/Spring End Semester Examination-2015



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