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School of Business
Bachelor of Business Administration
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem I - D1UA107T - Marketing Theory and Practices

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain briefly any two types of market segmentation bases. Support your answer with suitable examples. K2 (2)
- 2) Define marketing environment and its various tenets. K1 (3)
- 3) Illustrate the 4 P's of Marketing mix which could be applicable in the Apparel industry. K2 (4)
- 4) Explain the difference between needs, wants and demands. Support your answers with examples. K2 (6)
- 5) Identify how market segmentation leads to improved customer understanding, increased marketing effectiveness, and enhanced competitiveness within a business environment. K3 (6)
- 6) Identify the rise of influencer marketing and discuss the impact of influencers on consumer buying behavior. K3 (9)
- 7) Examine the social and cultural influences in shaping consumer buying decisions. How do social norms, family, and reference groups impact consumers' purchasing behavior? K4 (8)
- 8) Examine the role of target market selection as a crucial step in the marketing process, and how can businesses identify and prioritize attractive target segments? K4 (12)

OR

Examine how an individual consumer characteristics, such as age, gender, lifestyle, and personality influence buying decisions? Attempt with suitable examples. K4 (12)