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B.B.A. LL.B. (FIVE YEARS INTEGRATED LAW COURSE)
(SEMESTER PATTERN) CREDIT SYSTEM
EXAMINATION : DECEMBER - 2025
FIRST - SEMESTER
Sub.: Marketing Management (BBLW-25-1004)

Date : 08/12/2025	Total Marks : 60	Time: 2.00 pm to 4.30 pm
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Instructions: 1) All questions are compulsory.
2) Figure indicate to the right full marks.

Q. 1. Answer the following question. (15)

A) Define Marketing Management. Explain the following core concepts of marketing:

- a) Need, Want & Demand
- b) Target Marketing Positioning & Segmentation
- c) Offerings & Brands
- d) Marketing Channels
- e) Paid, Earned & Owned Media

OR

B) Define Marketing. Explain the different functions of marketing in detail.

Q. 2. Answer the following question. (15)

A) Define MIS. Explain the steps in MIS design.

OR

B) What is the Customer Perceived Value (CPV)? Discuss its key components.

Q. 3. Write Short Notes. (any four) (20)

- a) TQM in marketing
- b) Disadvantages of Hybrid Marketing
- c) Dimensions of MIS.
- d) Objectives of marketing.
- e) Search Engine Optimisation (SEO)

Q. 4. Answer the following questions. (10)

A) Discuss the concept "MIS is the life blood of marketing"

OR

B) Discuss the Digital concept of Virtual Marketing.
