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Total No. of Pages: 2

B. Voc. (Retail Management and I.T.) (Part - II) (Semester - III) Examination, January - 2023

MARKETING MANAGEMENT - I (Paper - XX)

Sub. Code: 66182

and Date:	Wee	dnsday, 11 - 01 - 2023 Total Marks	: 40
e: 10.30 a.r	n. to	12.30 p.m.	
	2)	Solve any five questions. All questions carry equal marks. Figures to the right indicate full marks.	
Write shor	rt an	swers (Any two):	[8]
a) Expla	ain s	selling concept of marketing.	
b) What	t is q	questionnaire?	
c) What	t is p	post purchase behaviour?	
What is m	arke	et Segmentation and criteria of Market Segmentation.	[8]
Define ma	ırket	ting. What are the functions of marketing?	[8]
Explain C	onsi	umer Behaviour and its buying decision process in detail.	[8]
		keting Research? What are the scope and role of Marke	eting [8]
What are	the o	core concepts of marketing?	[8]
a) Samp b) Dem	oling ogra	g aphic factors of market segmentation.	[8]
	write short a) Exploit b) What is much befine made Explain Constructions: What is much before the short before th	write short and a) Explain so b) What is marked Explain Constant What is Mark Research? What are the constant and Sampling b) Demogrations: What is Mark Research?	e: 10.30 a.m. to 12.30 p.m. cuctions: 1) Solve any five questions. 2) All questions carry equal marks. 3) Figures to the right indicate full marks. Write short answers (Any two): a) Explain selling concept of marketing. b) What is questionnaire? c) What is post purchase behaviour? What is market Segmentation and criteria of Market Segmentation. Define marketing. What are the functions of marketing? Explain Consumer Behaviour and its buying decision process in detail. What is Marketing Research? What are the scope and role of Market Research? What are the core concepts of marketing? Write short notes (Any Two): a) Sampling b) Demographic factors of market segmentation.



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मराठी रूपांतर

सूचना :

- 1) कोणतेही पाच प्रश्न सोडवा.
- 2) सर्व प्रश्नांना सामान गुण आहेत.
- 3) उजवीकडील अंक पूर्ण गुण दर्शवितात.

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ਸ.1)	थोडक्यात	उत्तर	लिहा	(काणतहा	दान):

[8]

- अ) विपणनाची विक्री संकल्पना स्पष्ट करा.
- ब) प्रश्नावली म्हणजे काय?
- क) खरेदी नंतरचे वर्तन म्हणजे काय?
- प्र.2) बाजारपेठ विभागीकरण म्हणजे काय? व त्याचे निकष स्पष्ट करा.

[8]

प्र.3) विपणनाची व्याख्या लिहा. विपणनाची कार्य काय आहेत?

[8]

प्र.4) उपभोक्त्याची वर्तन पद्धती आणि खरेदी वर्तन निर्णय प्रक्रिया स्पष्ट करा.

[8]

प्र.5) विपणन संशोधन म्हणजे काय? विपणन संशोधनाची व्याप्ती आणि भूमिका काय आहे?

[8]

प्र.6) विपणनाच्या मूळ संकल्पना काय आहेत?

[8]

प्र.7) टिपा लिहा (कोणत्याही दोन) :

[8]

- अ) नमुना पद्धती.
- ब) लोकसंख्या रचनेनुसार बाजारपेठेचे विभागीकरण.
- क) लक्ष बाजारपेठ.
