**BBAMM-055**

**Fifth Semester Bachelor of Business Administration (Marketing Management), Examination Aug/Sep-2015**

**Marketing of Services**

**Time:-3Hours Max. Marks: - 75**

**SECTION-A**

**Answer any five questions: (5\*5)**

1. Give a brief statement on survey research.
2. What is marketing?
3. How does an organization create a customer?
4. Write short notes on personality and self concept.
5. Define the terms needs, wants and demands.
6. Differentiate between value and satisfaction.
7. What is meant by the buying and selling?

**SECTION-B**

**Answer any two questions: (10\*2)**

1. Enlist the types of decisions. And also explain the decision process.
2. Elaborate the concept of business buying process.
3. Explain the contact method of marketing research process.

**SECTION-C**

**Answer any two questions: (15\*2)**

1. What do you mean by the conducting and preparing competitive analysis?
2. Write a detail note on the marketing audit process.
3. Describe the different types of environment.