DA-107

December-2022

BBA, Sem.-III

CC-201 : Introduction to Marketing Management

Time : 2½ Hours]   [Max. Marks : 70

1. (A) (1) What is Marketing ? Discuss various importance of marketing with suitable examples in detail. **7**
   (2) Discuss core components of marketing with suitable examples. **7**

   OR

   (B) (1) Discuss Marketing Management process with its suitable examples. **7**
   (2) Explain - "4Ps of Marketing". **7**

2. (A) (1) Explain demographic and behaviouristic as a bases of market segmentation with suitable examples. **7**
   (2) What is product positioning ? Explain strategies of positioning with suitable examples. **7**

   OR

   (B) (1) What is Market segmentation ? Discuss its significance in brief. **7**
   (2) Explain - " Market Targeting". **7**

3. (A) (1) Discuss - "Stages in the buying decision process." **7**
   (2) What is consumer behaviour ? Discuss psychological and social factors affecting buyer behaviour. **7**

   OR

   (B) (1) Define various factors influencing organizational buyers in brief with suitable examples. **7**
   (2) What is consumer behaviour ? Discuss economic and cultural factors affecting buyer behaviour. **7**

4. (A) (1) What is Marketing Research ? Discuss marketing research process in detail. **7**
   (2) Discuss the importance of marketing research in brief with suitable examples. **7**

   OR

   (B) (1) Discuss scope of marketing research in detail. **7**
   (2) What is MIS ? Explain its components in detail. **7**

5. MCQs. (All Compulsory) **14**
   (1) The task of the business is to deliver _____ at a profit.
   (A) Goods & Service   (B) Idea
   (C) Service

(2) Marketing mix is product, price, promotion and _____.
    (A) Place   (B) Process
    (C) Physical evidence

(3) _____ Data consist of data collection for the first time by the researcher for the specific purpose at hand.
    (A) Primary   (B) Random
    (C) Secondary   (D) None of the above

(4) Loyalty status will be a variable, falling under ____ base.
    (A) Demographic   (B) Psychographic
    (C) Geographic   (D) Behaviouristic

(5) Classifying customers into groups is _____.
    (A) Segmentation   (B) Targeting

(6) Fair and handsome whitening cream for man is an example of _____ Segmentation.
    (A) Psychographic   (B) Behaviouristic
    (C) Demographic

(7) The situation wherein more than one segmentation criteria are used is known as _____ segmentation,
    (A) Hybrid   (B) Single
    (C) Pure

(8) Target marketing includes undifferentiated, differentiated marketing _____ and micromarketing.
    (A) Collaborated   (B) Concentrated
    (C) Collective

(9) Which of the following is NOT part of group influence ?
    (A) Family   (B) Social class
    (C) Personality   (D) All of the above

(10) Post-purchase evaluation means:
    (A) Researching consumers who have previously bought the product
    (B) Comparing the purchase outcome with previous expectations
    (C) Feelings of disappointment following a purchase
    (D) Both (A) and (B)

(11) Selective attention is a component of
    (A) Perception   (B) Personality
    (C) Decision-making   (D) Both (B) and (C)

(12) _____ is known as a data collection instrument,
    (A) Questionnaire   (B) Secondary data

(13) Exploratory research is a part of _____ research.
    (A) Qualitative   (B) Quantitative

(14) What is the third step of a typical marketing research process ?
    (A) Define the research problem.
    (B) Select research approach.
    (C) Decide sample plan.
    (D) Analyses data.

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