

**NH-101**

November-2023

B.B.A., Sem.-III

**CC-201 : Introduction to Marketing Management**

Time : 2½ Hours]

[Max. Marks : 70

1. (a) Explain any **three** : 7
- (i) Marketing
- (ii) Exchange
- (iii) Marketing Management
- (iv) Value & Satisfaction
- (v) Marketing Channels
- (vi) Supply chain.
- OR**
1. (a) Define Marketing mix. What is the role of marketing mix in planning marketing strategy? 7
1. (b) List down the Marketing Philosophies. Discuss the Holistic Marketing Philosophy with example. 7
- OR**
1. (b) Discuss the scope and importance of Marketing. 7
2. (a) Define Market Segmentation. What are the benefits of consumer market segmentation? 7
- OR**
2. (a) Explain differentiated, undifferentiated and concentrated strategies for selecting and choosing market coverage strategies. 7
2. (b) Write a note on Positioning. 7
- OR**
2. (b) Discuss the variables under Behaviouristic base of market segmentation. 7
3. (a) Explain the psychological characteristics influencing consumer buying behaviour. 7
- OR**
3. (a) Describe the buying decision process. 7
3. (b) Discuss the factors influencing organizational buyers. 7
- OR**
3. (b) Define Buyer behaviour and discuss how it is important. 7
4. (a) Define MIS (Marketing Information System) and write down its components. 7
- OR**
4. (a) Briefly describe the Marketing Research Process. 7
4. (b) Define Market Research. Explain the objectives of marketing research. 7
- OR**
4. (b) Mention the various applications of marketing research. 7

5. Choose the correct answer and rewrite the answer : (Any seven)

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- (1) When human wants are backed by purchasing power and willingness to buy, they become \_\_\_\_\_.
- (a) Needs (b) Value  
(c) Wants (d) Demand
- (2) A \_\_\_\_\_ is a cluster of complementary products and services which are closely related in the minds of the consumers, but are available normally through many companies or industries.
- (a) Meta Markets (b) Organisational Markets  
(c) Industrial Markets (d) Relationship Markets
- (3) A "Prospect" means \_\_\_\_\_.
- (a) Company's Prospectus (b) A likely buyer  
(c) Company (d) Retailer
- (4) The size of the market refers to \_\_\_\_\_.
- (a) Substantiality (b) Variability  
(c) Measurability (d) Accessibility
- (5) When the company claims too much about its brand or its product/services, it creates \_\_\_\_\_ positioning error.
- (a) Under Positioning (b) Over Positioning  
(c) Confused Positioning (d) Doubtful Positioning
- (6) In STP, 'Target Group' means \_\_\_\_\_.
- (a) a group of persons to whom sales should be focused  
(b) a group of products  
(c) a group of marketers  
(d) a group of producers
- (7) Consumers go through \_\_\_\_\_ when they are highly involved in purchases but see little differences in the brands.
- (a) Dissonance-reducing buyer behaviour  
(b) Complex-buying behaviour  
(c) Habitual buying behaviour  
(d) Variety-seeking buying behaviour
- (8) \_\_\_\_\_ groups have the direct influence on the buyer's behaviour and have informal interactions with them.
- (a) Aspirational (b) Secondary  
(c) Primary (d) Disassociative
- (9) The totality of an individual's thoughts and feelings about him- or herself is known as \_\_\_\_\_.
- (a) Concept (b) Occupation  
(c) Life-style (d) Esteem
- (10) Which one of the secondary data sources is internal ?
- (a) Magazine Reviews (b) Annual Reports  
(c) Past sales records (d) Journals
- (11) \_\_\_\_\_ research aims to collect preliminary information that will help to define the problem and suggest hypotheses.
- (a) Exploratory (b) Descriptive  
(c) Commercial (d) Causative
- (12) \_\_\_\_\_ data consist of data collected for the first time by the researcher for the specific purpose at hand.
- (a) Primary (b) Tertiary  
(c) Secondary (d) Cenetary