

Seat No. : _____

MA-101

March-2019

B.B.A., Sem.-III

CC-201 : Introduction to Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (a) (1) What is Marketing ? Discuss various importance of marketing in detail. 7
(2) Discuss Marketing management process with its suitable examples. 7

OR

- (1) Explain “Company orientation towards market place”.
(2) What is marketing management ? Discuss its core components with suitable examples.

- (b) MCQs : (any **four**) 4

- (1) Customers are _____.
(a) buyers (b) sellers (c) Both
- (2) The task of the business is to deliver _____ at a profit.
(a) Goods & Service (b) Idea (c) Service
- (3) Marketing mix is product, price, promotion and _____.
(a) place (b) process (c) physical evidence
- (4) _____ is the state of felt deprivation of some basic satisfaction.
(a) Demand (b) Need
(c) Want (d) Service
- (5) _____ 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
- (6) _____ means the degree to which the segments can be effectively reached and served.
(a) Sustainability (b) Accessibility
(c) Measurability (d) Differentiability

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

- (1) Explain geographic and psychographic as a bases of market segmentation with suitable examples.
- (2) What is market segmentation ? Discuss its significance in brief.
- (b) MCQs : (any **four**) 4
- (1) Loyalty status will be a variable, falling under _____ base.
- (a) Demographic (b) Psychographic
(c) Geographic (d) Behaviouristic
- (2) Classifying customers into groups is _____.
- (a) Segmentation (b) Targeting
- (3) Fair and handsome whitening cream for man is an example of _____ segmentation.
- (a) Psychographic (b) Behaviouristic (c) Demographic
- (4) The situation wherein more than one segmentation criteria are used is known as _____ segmentation.
- (a) Hybrid (b) Single (c) Pure
- (5) Target marketing includes undifferentiated, differentiated marketing _____ and micromarketing.
- (a) Collaborated (b) Concentrated (c) Collective
- (6) When product performance is lower than consumer expectation, is called as _____.
- (a) Satisfaction (b) Dissatisfaction (c) Delightness

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

- (1) What is consumer behaviour ? Discuss economic and cultural factors affecting buyer behaviour.
- (2) Define various factors influencing organizational buyers in brief.

(b) MCQs : (any **three**)

3

- (1) Which of the following is not part of group influence ?
 - (a) Family
 - (b) Social class
 - (c) Personality
 - (d) All of the above
- (2) 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)
- (3) Which of the following is not a component of personality ?
 - (a) Family
 - (b) Behaviour
 - (c) Traits
 - (d) All of these
- (4) Selective attention is a component of
 - (a) Perception
 - (b) Personality
 - (c) Decision-making
 - (d) Both (b) and (c)
- (5) The relatively homogeneous and enduring divisions in a society, which are hierarchically ordered and whose members share similar values, interests and behaviour constitute
 - (a) Culture
 - (b) Subculture
 - (c) Social class
 - (d) Family

4. (a) (1) What is marketing research ? Discuss marketing research process in detail. **7**
(2) Discuss scope of marketing research in detail. **7**

OR

- (1) What is marketing research ? Discuss importance of it.
- (2) What is MIS ? Explain its components in detail.

(b) Do as directed : (any **three**)

3

- (1) _____ is known as a data collection instrument.
 - (a) Questionnaire
 - (b) Secondary data
- (2) Exploratory research is a part of _____ research.
 - (a) Qualitative
 - (b) Quantitative

- (3) 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
- (4) Exploratory research is a part of _____ research.
- (a) Qualitative
 - (b) Quantitative
- (5) Secondary data cannot be obtained from _____.
- (a) Trade journals
 - (b) Government reports
 - (c) Surveys
- _____