

Seat No. : _____

NA-102

November-2013

BBA Sem.-III

Introduction to Marketing Management

Time : 3 Hours]

[Max. Marks : 70

1. (a) Select the right option from the given one : **8**
- (1) Marketing Management means and includes _____
- (a) Managerial process of understanding needs of consumers and satisfying them profitably.
- (b) Social process of understanding needs of specific class of society.
- (c) Launching product in the market.
- (d) All of above
- (2) The product concept of Marketing Management emphasis on _____.
- (a) Consumer's status (b) Market competition
- (c) Quality of product (d) Low cost of products
- (3) Marketing Mix include _____
- (a) Planning (b) Placement
- (c) Procurement (d) Product
- (4) Consumer behaviour is the study of _____.
- (a) Behaviour of Consumers (b) Behaviour of Competitors
- (c) Behaviour of Employees (d) All of above
- (5) When Marketer launches a product for a specific market only is known as _____.
- (a) One Market One Product (b) One Product All Markets
- (c) One Product Many Markets (d) Many Products Many Markets

- (6) Education of consumer is _____ Factor affecting consumer behaviour.
- (a) Personal (b) Psychological
(c) Cultural (d) Demographical
- (7) When marketer launches products for the National Consumer as well as International Consumer then it is known _____ segmentation.
- (a) Behavioural (b) Demographic
(c) Geographic (d) Value seeking
- (8) Targeting means and includes _____.
- (a) Informing consumers
(b) Selecting particular type of consumers for whom product is prepared
(c) Create an association about brand in the mind of consumer
(d) Awareness about the product

(b) State whether following statements are true or false. Rewrite false statement correctly : **6**

- (1) Marketing Research is compulsory function.
- (2) Market segmentation provides better understanding of particular consumer's needs and wants.
- (3) Production concept emphasis on the quality of product.
- (4) Consumer Behaviour is nothing but action and reaction of the consumer towards particular product or services.
- (5) Consumer involvement means attention of consumer for advertisement.
- (6) Marketing information system contains five elements/components.

2. (a) "Marketing Management is Process" – Discuss the statement and explain all steps of Marketing Management Process. **7**

OR

Explain Marketing Concept, Selling Concept and Product Concept with appropriate example.

- (b) Write note on following : (Any **one**) 7
- Scope of Marketing
 - Importance **or** advantages of Marketing.

OR

Write short note on following : (Any **one**)

- Any three elements of Marketing Mix
 - Functions of Marketing
3. (a) “Segmentation is most essential function of marketing.” – Explain the statement with reference to advantages of segmentation. 7

OR

Discuss Psychographic segmentation of market with appropriate example.

- (b) Discuss Geographic bases of segmentation. 7

OR

Discuss all levels of Target Market in detail with appropriate example.

4. (a) Discuss all social factors affecting Consumer Behaviour. 7

OR

“Culture also affects consumer behaviour” – Discuss the statement with reference to cultural factors affecting consumer behaviour.

- (b) Write note on following : (Any **one**) 7
- Different roles of consumer
 - Advantages of study of consumer behaviour

OR

Explain entire buying behaviour process for buying “Solar Water Heater”.

5. (a) Explain first five steps of Marketing Research in detail.

7

OR

Write note on following :

- Objective of Marketing Research
- Applications of Marketing Research in brief

(b) Discuss any three components of Marketing Information System in detail.

7

OR

Write note on following :

- Limitations of Marketing Research
 - Internal Data Analysis as one component of Marketing Information System
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