

Seat No. : \_\_\_\_\_

**NN-110**

**December-2015**

**B.B.A. LL.B., Sem.-III**

**IL BBA-201 : Marketing Management**

**Time : 3 Hours]**

**[Max. Marks : 70**

- Instructions :** (1) Figures at the right side of the paper indicates marks.  
(2) Draw diagram wherever it is necessary.

1. (A) What is Marketing ? Explain the 4p's of marketing. **7**

**OR**

List out and explain the various steps involved in Marketing Process.

- (B) What are the various core marketing concept ? Explain each of them in detail. **7**

**OR**

Write short note on:

- (a) Customer relationship  
(b) Customer Value

2. (A) Explain the major variables used to segment consumer markets. Give examples for each. **7**

**OR**

What is Target Marketing ? What are the different levels of target marketing ?

- (B) Discuss briefly the significance of product positioning. Give example. **7**

**OR**

Define Market segmentation. Discuss the need for segmenting markets.

3. (A) What are the different types of Buyer Behaviour ? **7**

**OR**

Define Consumer Behaviour ? Discuss the stimulus-response model, with a diagram.

- (B) What are the factors influencing organizational buyers ? **7**

**OR**

List out and explain the buying roles in Buying Decision-making Process.

4. (A) Describe the Marketing Research Process. 7

**OR**

What is MkIS ? List out the various components of MkIS.

- (B) Define Marketing Research. Write down the characteristics of marketing research. 7

**OR**

Write short note on classification of marketing research.

5. Complete the answer by selecting the correct one from the given options and write the full answer in your answer sheet : 14

- (1) Demand is wants backed by
- (a) Marketing People
  - (b) Physiological Needs
  - (c) Purchasing Power
  - (d) Purchasing Power and Willingness to buy
- (2) Marketing Myopia is
- (a) a disease of the Eye
  - (b) focus too narrowly on own Activities
  - (c) focus Long-term Goals
  - (d) None of the above
- (3) Marketing mix consists of
- (a) The Products
  - (b) The Services
  - (c) The Channels
  - (d) The Four Ps.
- (4) DSS means
- (a) Daily Sales System
  - (b) Daily Stock Statement
  - (c) Decision Support System
  - (d) Data Support System
- (5) Niche Marketing example
- (a) Automobiles
  - (b) Herbal Cosmetics
  - (c) Television Sets
  - (d) FMCG Products

- (6) Buying behaviour is affected by factors like
- (a) Cultural, Social, Personal and Psychological
  - (b) Psychological and Cultural
  - (c) Personal and Social
  - (d) None of the above
- (7) Buying decision process starts with
- (a) Evaluation of Alternatives
  - (b) Need Recognition
  - (c) Information Search
  - (d) None of the above
- (8) The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.
- (a) markets
  - (b) sells
  - (c) distributes
  - (d) prices
- (9) \_\_\_\_\_ are data that were collected for another purpose and already exist.
- (a) Primary data
  - (b) Secondary data
  - (c) Tertiary data
  - (d) Inordinate data
- (10) A \_\_\_\_\_ consists of a group of customers who share a similar set of needs and wants.
- (a) market target
  - (b) market group
  - (c) market slice
  - (d) market segment
- (11) The needs of customers are triggered by
- (a) internal stimuli
  - (b) external stimuli
  - (c) both (a) and (b)
  - (d) none of above

- (12) All marketing strategy is built on STP—segmentation, targeting, and \_\_\_\_\_.  
(a) positioning  
(b) product  
(c) planning  
(d) promotion
- (13) \_\_\_\_\_ is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.  
(a) Advertising  
(b) Prospecting  
(c) Media  
(d) Marketing
- (14) If product performance exceeds customer expectations, the customer is \_\_\_\_\_.  
(a) satisfied  
(b) dissatisfied  
(c) delighted  
(d) none of above

**OR**

Explain the following terms. Each one carries **2** marks :

- (1) Marketing Mix
  - (2) Customer Relationship Management
  - (3) Market Segmentation
  - (4) Customer Value
  - (5) Primary Data
  - (6) Maturity Stage in PLC
  - (7) Price Skimming Strategy
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