

Seat No. : _____

NG2-125

December-2015

B.B.A., Sem.-III

CC 201 : Introduction to Marketing Management

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) All questions are compulsory.
(2) All questions carry equal marks.

1. (a) Explain the marketing process. 7
OR
Define (i) Transaction (ii) Product concept (iii) Societal marketing concept.
(b) Discuss : Marketing as a function. 7
OR
Write a note on marketing mix.
2. (a) What are the steps of buying decision process. Describe. 7
OR
Discuss the personal factors affecting consumer behaviour.
(b) Discuss the factors influencing organizational buyers. 7
OR
Explain the various types of buying behaviour.
3. (a) Define "Segmentation". What is the criteria for successful segmentation. 7
OR
Explain any two bases of market segmentation with its sub elements.
(b) Define "Market Targeting". Discuss the different levels of target marketing. 7
OR
Write a note on 'Positioning'.
4. (a) What are the characteristics of good marketing research. Discuss. 7
OR
Define MIS (Marketing Information System) and write down its components.
(b) Give the classification of marketing research. 7
OR
Explain Database marketing, data mining and decision support system with respect to marketing information system.
5. Answer the following : 14
(1) Relationship marketing is _____.
(a) The process of creating, building and managing the long term relationship with customers, distributors and suppliers.
(b) Developing good relationships with other departments of the company.
(c) Concerned with the developing exchanges with customers.
(d) To emphasise to develop products that will satisfy customers and focus is basically on single transaction.

- (2) _____ is the state of felt deprivation of some basic satisfaction.
- (a) Demand (b) Need
(c) Want (d) Service
- (3) _____ means the degree to which the segments can be effectively reached and served.
- (a) Sustainability (b) Accessibility
(c) Measurability (d) Differentiability
- (4) Loyalty status will be a variable, falling under _____ base.
- (a) Demographic (b) Psychographic
(c) Geographic (d) Behaviouristic
- (5) Consumer likely to retain only that information which support their beliefs and attitudes, are known as _____.
- (a) Selective exposure (b) Selective retention
(c) Selective distortion (d) None of the above
- (6) _____ groups have the direct influence on the buyer's behaviour and have informal interactions with them.
- (a) Dissociative (b) Primary
(c) Aspirational (d) None of the above
- (7) Product, Price, Place and promotion are _____ stimuli.
- (a) Marketing (b) Social
(c) Other (d) User
- (8) _____ are minor stimuli that determine, when, where and how a person responds.
- (a) Learning (b) Drives
(c) Cues (d) Motives
- (9) _____ buying behaviour is characterized by low consumer involvement but significant brand preference.
- (a) Habitual (b) Dissonance reducing
(c) Variety-seeking (d) Complex
- (10) _____ is also known as a data collection instrument.
- (11) _____ is specification of methods and procedures for acquiring the information needed by the researcher.
- (a) Research objective (b) Research Design
(c) Research Motto (d) None of the above
- (12) _____ involves the use of sophisticated statistical and mathematical techniques in order to discover meaningful patterns and rules.
- (a) Data System (b) Data Mining
(c) Data Warehouse (d) Risk Management
- (13) Exploratory Research is a part of _____ research.
- (a) Qualitative (b) Dichotomous
(c) Quantitative (d) Questionnaire
- (14) Doing cost benefit analysis of the segment means _____.
- (a) Selecting (b) Evaluating
(c) Targeting (d) Positioning
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