

Seat No. : _____

DB-103

December-2021

BBA, Sem.-III

CC-201 : Introduction to Marketing Management

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All questions in Section – I carry equal marks.
 - (2) Attempt any **two** from Section – I.
 - (3) Question – 5 in Section – II is compulsory.

Section – I

- Attempt any **two** questions of the following : **40**
1. (a) Explain in detail the concept of Marketing Mix coined by E Jerome McCarthy. **10**
(b) Assume that you are appointed as a Marketing Executive in a firm. Your supervisor wants to know your level of understanding of Marketing. Explain him the Marketing Process. **10**
 2. (a) Pepe Jeans wants to launch its Premium Readymade Garment brand into market. Help Pepe Jeans by suggesting and explaining various Demographic variables of Market Segmentation. **10**
(b) You are appointed as an intern in a firm. Your Marketing Head has segmented the market. Now he wants to target. He asks you to describe the steps involved in the process of target marketing. – Describe. **10**
 3. (a) The Marketer has appointed an Intern for consumer durables. Intern wants to understand the buying decision process. As a student of BBA, explain him the buying decision process in detail. **10**
(b) Mr. Sureshwar is dealing in Consumer products. He is confused between the personal factors and psychological factors affecting consumer behaviour. As an Expert; explain him the psychological factors affecting consumer behaviour with examples. **10**
 4. (a) Assume that you are Head of Marketing Department of a small firm; explain to your team the concept of Marketing Information System (MIS) and its components. **10**
(b) Describe the various limitations of Marketing Research. **10**

Section – II

5. Choose the correct answer from the following and rewrite : (Any Ten) 10
- (1) _____ are the combination of product, service, information, or experiences offered to market to satisfy a need or want.
(a) Customer expectations (b) Marketing Offers
(c) Customer needs (d) Customer preferences
 - (2) When human wants are backed by purchasing power and willingness to buy, they become _____.
(a) Needs (b) Value
(c) Wants (d) Demand
 - (3) 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
 - (4) _____ concept believes that consumers will not buy enough of the organisation's products unless it takes rigorous efforts.
(a) Marketing (b) Selling
(c) Product (d) Production
 - (5) Focusing the product as best for some specific user group is called as _____.
(a) Attribute Positioning (b) Competitor Positioning
(c) Benefit Positioning (d) User Positioning
 - (6) _____ means buyers have only a vague idea about the brand.
(a) Under positioning (b) Over positioning
(c) Doubtful positioning (d) Confused positioning
 - (7) A market-coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer is known as _____ marketing strategy.
(a) Undifferentiated marketing (b) Niche marketing
(c) Differentiated marketing (d) Mass marketing
 - (8) _____ means the degree to which the segments must have enough size and purchasing power to be profitable.
(a) Sustainability (b) Measurability
(c) Accessibility (d) Differentiability
 - (9) Consumers who show no loyalty to any brand are called as _____.
(a) Hard core loyals (b) Shifting loyals
(c) Split loyals (d) Switchers

- (10) _____ involves changes in the buyer's behaviour as a result of his/her experience.
- (a) Learning (b) Perception
(c) Culture (d) Group
- (11) People are also influenced by groups to which they do not belong. _____ groups are those groups a person hopes to join.
- (a) Dissociative (b) Primary
(c) Aspirational (d) Secondary
- (12) _____ buying behaviour is characterised by low consumer involvement and no significant brand preference.
- (a) Habitual (b) Dissonance reducing
(c) Variety-seeking (d) Complex
- (13) _____ 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
- (14) _____ is the first step of the marketing research process.
- (a) Collect and analyse the data
(b) Implement the research plan
(c) Define the research problem
(d) Develop the research plan
- (15) _____ consists of people, equipment and procedures to gather, sort, analyse, evaluate and distribute needed, timely and accurate information to marketing decision-makers.
- (a) Management Information System
(b) Marketing Intelligence System
(c) Marketing Information System
(d) Marketing Decision System
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