

Seat No. : _____

JF-109

January-2021

BBA., Sem.-III

CC-201 : Introduction to Marketing Management

Time : 2 Hours]

[Max. Marks : 60

Note : Answer any **THREE** :

1. (A) Differentiate between Selling and Marketing. 10
(B) Discuss Importance of Marketing 10

2. (A) Discuss benefits of Marketing Segmentation. 10
(B) Discuss Demographic of Marketing Segmentation. 10

3. (A) Discuss factors influencing Organisational Buyers. 10
(B) Discuss Need Recognition and Information Search stages of Buyer Decision Making Process. 10

4. (A) Discuss importance of Marketing Research. 10
(B) Discuss Evaluation of Alternatives and Post-purchase Action stages of Marketing Research. 10

5. Choose appropriate option : (Answer any **ten**) 20
 - (1) If someone buys Fair & Lovely to get fairer skin, we can relate this to ____ in consumer behaviour.
(A) Perception (B) Attitude
(C) Learning (D) Personality
 - (2) We can get secondary data from _____.
(A) Surveys (B) Census data
(C) Observing (D) Interviewing People

- (3) A customer purchases Amul products from a nearby Amul Parlour. This relates to which of following ?
- (A) Product (B) Price
(C) Place (D) Promotion
- (4) In which model of buyer behaviour do we learn that buyer is rational ?
- (A) Socio-Logical (B) Psycho-Analytical
(C) Learning (D) Economic
- (5) When credit facility, while purchasing a car, is the only important factor for you, your behaviour is driven by _____.
- (A) Economic (B) Psychological
(C) Social (D) Cultural
- (6) _____ is the one whose views and advice carry weight in making a purchase decision.
- (A) Expert (B) Influencer
(C) Buyer (D) Family
- (7) In which Base of Segmentation can we find segmentation done on the basis of “Social Class, Personality traits, Values, Attitudes, Interests and Lifestyles” ?
- (A) Geographic (B) Behavioural
(C) Psychographic (D) Demographic
- (8) In which model of buyer behaviour do we learn that buyer is rational ?
- (A) Socio-Logical (B) Psycho-Analytical
(C) Learning (D) Economic
- (9) Convenience refers to _____ in marketing.
- (A) Place (B) Segmentation
(C) Positioning (D) Variety Seeking Buying Behaviour

- (10) Stimulus-response theory is the key component of which of the following models ?
- (A) Economic (B) Learning
(C) Howard-&-Sheth (D) Psycho-Analytical
- (11) In market research if a company want to understand consumer behaviour and/or buying influences and/or consumer profiles, it should perform _____ research
- (A) Brand (B) Comparative
(C) Consumer (D) Company
- (12) In which buying behaviour do we find low involvement, routine purchase and no difference among multiple brands available in the market ?
- (A) Complex Buying Behaviour
(B) Dissonance Reducing Buying Behaviour
(C) Variety Seeking Buying Behaviour
(D) Habitual Buying Behaviour
- (13) When a company promotes the performance of its product forcefully, which may be a truth or not, it is known as _____ positioning.
- (A) Benefit (B) Occasion for the use of the product
(C) Attribute of the product (D) Differentiation
- (14) Payback card or cash back card is an example of
- (A) Product (B) Price
(C) Place (D) Promotion
- (15) In which Buyer Behaviour model, a marketer tries to access “Buyer's Black Box” using Marketing and other stimuli ?
- (A) Economic (B) Learning
(C) Howard-&-Sheth (D) Psycho-Analytical
- (16) Internal record system does not include _____.
- (A) Inventory levels (B) Sales and order cycle
(C) Receivables and Payables (D) All are part of internal record system

