



Seat No. : _____

TM-105

B.B.A Sem.-III

May-2013

CC-201 : Introduction to Marketing Management

Time : 3 Hours]

[Max. Marks : 70

1. (a) Discuss following terms with reference to Marketing Management :
- (i) Market 1
 - (ii) Consumer Satisfaction 1
 - (iii) Need Wants and Demand 3
 - (iv) Marketing 2
- (b) Write note on following : 7
- (i) Marketing Mix
 - (ii) Production concept of marketing
- OR**
- (a) Write note on following : 7
- (i) Marketing Concept
 - (ii) Advantages of Marketing
- (b) Discuss Marketing Process in detail with appropriate examples. 7
2. (a) What is Marketing Research ? Discuss entire process of Marketing Research. 7
- (b) Write note on following : 7
- (i) Marketing Intelligence System
 - (ii) Application of Marketing Research
- OR**
- (a) Discuss objectives and importance of Marketing Research. 7
- (b) Discuss Internal Data Base and Environment analysis as two components of Marketing Information System. 7

3. (a) What is Segmentation ? Discuss Demographic Basis of Segmentation. 7
(b) What is Targeting ? What is Positioning ? Discuss any two methods of Positioning. 7

OR

- (a) What is Targeting ? Discuss “One Market Many Product” and “Few Product & Selected Market” Strategy with example. 7
(b) Discuss advantages of Segmentation. 7
4. (a) What is Buyer Behaviour ? Discuss steps for buying Tablet. 7
(b) Discuss all ‘Psychological’ factors affecting consumer behaviour. 7

OR

- (a) Discuss “Personal” factors affecting consumer buying behaviour. 7
(b) Write note on following : 7
(i) Institutional Buying Process
(ii) Importance of Buying Behaviour Study
5. (a) Select and appropriate option from the given option for each question : 7
(1) The traditional view of marketing is that the firm makes products and then _____ it.
(a) markets (b) sells
(c) distributes (d) prices
(2) Marketing considers _____ first.
(a) Traders (b) Suppliers
(c) Consumers (d) Competitors
(3) Consumer Behaviour is the study of _____.
(a) Government
(b) Marketer
(c) Manufacturer
(d) Consumer reaction towards particular brand or organization or product

- (4) Marketing has _____.
- (a) Improved Profit of the Traders and other service providers
 - (b) Improved Life Style of the Consumers
 - (c) Provided Employment to the Society
 - (d) All of above
- (5) Marketing Information system consists of
- (a) Internal Data System, Intelligent System and Vigilance
 - (b) Internal Data System, Marketing Research, Environment Scanning and Intelligent system
 - (c) Product, Price, Place and Promotion
 - (d) None of above
- (6) Government of Gujarat celebrates vibrant Gujarat Summit and Patang Utsav. It is marketing of _____
- (a) Place
 - (b) Product
 - (c) Event
 - (d) All of above
- (7) Which one of the following is not part of Marketing Mix ?
- (a) Product
 - (b) Policy
 - (c) Price
 - (d) Promotion
- (b) State whether following statements are true or not with appropriate explanation : **7**
- (1) Marketing and Selling are same.
 - (2) Market Segmentation is always necessary.
 - (3) Marketing research gives assurance of solution to every Marketing Problem.
 - (4) Positioning a product is nothing but creating positive image in the mind of consumers.
 - (5) Buyer is not influential by the society at all.
 - (6) Marketer has to change marketing mix elements as per requirement of consumers and nature of product.
 - (7) Institutional buying process emphasis on price only.

