

Seat No. : _____

N24-102

December-2014

B.BA Sem.-III

CC-201 : Introduction to Marketing Management

Time : 3 Hours]

[Max. Marks : 70

1. (A) Discuss the marketing process in brief. 7
OR
Define marketing mix. What is the role of marketing mix in planning marketing strategy ?
- (B) Describe holistic marketing concept with examples. 7
OR
Explain any **three** :
(i) Marketing
(ii) Exchange
(iii) Marketing Management
(iv) Value & Satisfaction
(v) Channels
(vi) Supply chain
2. (A) Define Market Segmentation. What are the benefits of market segmentation ? 7
OR
Write a note on Target Marketing.
- (B) Discuss the variables under Behaviouristic base of market segmentation. 7
OR
Write a note on Positioning.
3. (A) Define buyer behaviour and discuss how it is important ? 7
OR
Discuss the personal characteristics influencing consumer behaviour.
- (B) Discuss the psychological characteristics influencing consumer behaviour. 7
OR
Describe the buyer decision making process.

4. (A) Define Marketing Research. What can be the different objectives of marketing research ? 7

OR

Discuss the applications of marketing research.

- (B) Explain the marketing research process. 7

OR

Define Marketing Information System (MKIS) and discuss its components.

5. Select the correct option from the following and rewrite the sentence : 14

- (1) Which of the following is not among the 4 P's of marketing mix ?

- (a) Promotion (b) Process
(c) Product (d) Price

- (2) _____ concept believes that consumers will favour products that offer the most in quality, performance and innovative features.

- (a) Marketing (b) Production
(c) Product (d) Selling

- (3) _____ are not limited to physical products only, it also includes services, activities and benefits offered for sale that are essentially intangible.

- (a) Marketing offers (b) Marketing satisfaction
(c) Channels (d) Environments

- (4) _____ are the forms human needs take as they are shaped by culture and individual personality characteristics.

- (a) Needs (b) Satisfactions
(c) Wants (d) Environments

- (5) _____ are homogeneous social stratifications in society whose members share similar values, interests and behaviour.

- (a) Culture (b) Roles
(c) Sub-culture (d) Social classes

- (6) Consumers go through _____ when they are highly involved in purchases but see little differences in the brands.

- (a) Dissonance-reducing buyer behaviour
(b) Complex-buying behaviour
(c) Habitual buying behaviour
(d) Variety-seeking buying behaviour

- (7) Advertising, dealers, sales persons, display are the _____ sources of information for consumer.

- (a) Personal (b) Public
(c) Commercial (d) Experimental

- (8) Analysis of competitor's activities, their strength and weaknesses is called as _____ analysis.
- (a) Personal (b) Public
(c) Commercial (d) Competitive
- (9) _____ research aims to collect preliminary information that will help to define the problem and suggest hypothesis.
- (a) Exploratory (b) Descriptive
(c) Commercial (d) Causative
- (10) _____ data consists of information that already exists, having been collected for some other purpose.
- (a) Secondary (b) Experimental
(c) Primary (d) Causative
- (11) _____ marketing is the process of building, maintaining and using customer database and other database for the purpose of contacting, transacting and building customer relationships.
- (a) Competitive (b) Database
(c) Environmental (d) Brand
- (12) Segmentation can be done on the basis of _____ variable.
- (a) Supply (b) Satisfaction
(c) Strategy (d) Gender
- (13) The strategy under which the firm operates in several market segments and designs different products for each market segments is called as _____.
- (a) Undifferentiated marketing
(b) Mass marketing
(c) Differentiated marketing
(d) Concentrated marketing
- (14) A _____ consists of a group of customers who share a similar set of needs and wants.
- (a) Market strategy (b) Market segment
(c) Market communication (d) Market offer
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