

MH2-103

December-2016

B.B.A., Sem.-III

CC-201 : Introduction to Marketing Management

Time : 3 Hours]

[Max. Marks : 70

1. (a) Define Marketing. Discuss the scope and importance of Marketing. 7

OR

Describe the steps of marketing process in brief.

- (b) Define Marketing Mix. What are the elements of marketing mix ? 7

OR

Explain the following with examples : Needs, Wants and Demand; Transaction: Exchange.

2. (a) Describe the steps of buying decision process. 7

OR

Discuss the personal factors affecting consumer behaviour.

- (b) Discuss the various factors influencing organizational buyers. 7

OR

Discuss the various buying roles and different types of buying behaviour with examples.

3. (a) Define "Segmentation". Write the benefits of market segmentation. 7

OR

Define "Positioning". Discuss the various types of positioning strategies.

- (b) Explain the psychographic base of market segmentation with its sub-elements. 7

OR

Discuss how the segments are evaluated and selected.

4. (a) Briefly describe the Marketing research process. 7

OR

Define MIS (Marketing Information System) and write down its components.

- (b) Mention the various applications of Marketing research. 7

OR

Explain the various limitations of Marketing research.

5. Choose the correct option and write the correct answer : 14

- (1) 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

- (2) Production concept says that _____

- (a) consumers will favour products that are widely available and inexpensive
- (b) consumers will prefer better products.
- (c) consumers will prefer lower prices.
- (d) having the goods produced in a large scale factory with assembly lines

- (3) _____ is the state of felt deprivation of some basic satisfaction.

- (a) Demand
- (b) Need
- (c) Want
- (d) Service

- (4) What are secondary data ?

- (a) Information that has already been collected and recorded for another purpose and is thus readily accessible.
- (b) Information based on second-rate research
- (c) Information that has been collected for the specific purpose at hand
- (d) Information based solely on rumours

- (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) 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
- (7) _____ is a discomfort felt by the buyer to post-purchase conflict.
(a) Delightness (b) Dissatisfaction
(c) Cognitive dissonance (d) None of the above
- (8) _____ is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations. GujaratStudy.com
(a) Undifferentiated Marketing
(b) Differentiated Marketing
(c) Niche Market
(d) Micro Marketing
- (9) _____ means when consumers have only vague idea about the brand.
(a) Confused positioning (b) Doubtful positioning
(c) Under positioning (d) Over positioning
- (10) When product performance is lower than consumer expectations, is called as _____.
(a) Satisfaction (b) Dissatisfaction
(c) Delightness (d) None of the above
- (11) _____ product motives involve a logical analysis and reasoning of the purchase before deciding.
(a) Rational (b) Emotional

- (12) Internal records are an important source of information. Which of the following are not deemed as internal records ?
- (a) Accounting records
 - (b) Competitor information
 - (c) Customer service records
 - (d) Manufacturing records
- (13) What type of research is used to test hypothesis about cause and effect issues ?
- (a) Descriptive research
 - (b) Secondary research
 - (c) Causal research
 - (d) Exploratory research
- (14) _____ data consist of data collected for the first time by the researcher for the specific purpose at hand.
- (a) Primary
 - (b) Random
 - (c) Secondary
 - (d) None of the above
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