

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.
- (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