

Seat No.: 1095

**DA-107**

December-2022

BBA, Sem.-III

**CC-201 : Introduction to Marketing Management**

Time : 2½ Hours]

[Max. Marks : 70

1. (A) (1) What is Marketing ? Discuss various importance of marketing with suitable examples in detail. 7  
2) Discuss core components of marketing with suitable examples. 7  
OR  
(B) (1) Discuss Marketing Management process with its suitable examples. 7  
(2) Explain - "4Ps of Marketing". 7
2. (A) (1) Explain demographic and behavioural as a bases of market segmentation with suitable examples. 7  
(2) What is product positioning ? Explain strategies of positioning with suitable examples. 7  
OR  
(B) (1) What is Market segmentation ? Discuss its significance in brief. 7  
(2) Explain - "Market Targeting". 7
3. (A) (1) Discuss - "Stages in the buying decision process." 7  
(2) What is consumer behaviour ? Discuss psychological and social factors affecting buyer behaviour. 7  
OR  
(B) (1) Define various factors influencing organizational buyers in brief with suitable examples. 7  
(2) What is consumer behaviour ? Discuss economic and cultural factors affecting buyer behaviour. 7
4. (A) (1) What is Marketing Research ? Discuss marketing research process in detail. 7  
(2) Discuss the importance of marketing research in brief with suitable examples. 7  
OR  
(B) (1) Discuss scope of marketing research in detail. 7  
(2) What is MIS ? Explain its components in detail. 7
5. MCQs. (All Compulsory) 14  
(1) The task of the business is to deliver \_\_\_\_\_ at a profit.  
(A) Goods & Service (B) Idea  
(C) Service

- (2) Marketing mix is product, price, promotion and \_\_\_\_\_  
 (A) Place (B) Process  
 (C) Physical evidence
- (3) \_\_\_\_\_ Data consist of data collection for the first time by the researcher for the specific purpose at hand.  
 (A) Primary (B) Random  
 (C) Secondary (D) None of the above
- (4) Loyalty status will be a variable, falling under \_\_\_\_\_ base.  
 (A) Demographic (B) Psychographic  
 (C) Geographic (D) Behaviouristic
- (5) Classifying customers into groups is \_\_\_\_\_  
 (A) Segmentation (B) Targeting
- (6) Fair and handsome whitening cream for man is an example of \_\_\_\_\_  
 Segmentation.  
 (A) Psychographic (B) Behaviouristic  
 (C) Demographic
- (7) The situation wherein more than one segmentation criteria are used is known as \_\_\_\_\_ segmentation,  
 (A) Hybrid (B) Single  
 (C) Pure
- (8) Target marketing includes undifferentiated, differentiated marketing \_\_\_\_\_ and micromarketing.  
 (A) Collaborated (B) Concentrated  
 (C) Collective
- (9) Which of the following is NOT part of group influence ?  
 (A) Family (B) Social class  
 (C) Personality (D) All of the above
- (10) Post-purchase evaluation means:  
 (A) Researching consumers who have previously bought the product  
 (B) Comparing the purchase outcome with previous expectations  
 (C) Feelings of disappointment following a purchase  
 (D) Both (A) and (B)
- (11) Selective attention is a component of  
 (A) Perception (B) Personality  
 (C) Decision-making (D) Both (B) and (C)
- (12) \_\_\_\_\_ is known as a data collection instrument,  
 (A) Questionnaire (B) Secondary data
- (13) Exploratory research is a part of \_\_\_\_\_ research.  
 (A) Qualitative (B) Quantitative
- (14) What is the third step of a typical marketing research process ?  
 (A) Define the research problem.  
 (B) Select research approach.  
 (C) Decide sample plan.  
 (D) Analyses data.