



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 \_\_\_\_\_.
- Improved Profit of the Traders and other service providers
  - Improved Life Style of the Consumers
  - Provided Employment to the Society
  - All of above
- (5) Marketing Information system consists of
- Internal Data System, Intelligent System and Vigilance
  - Internal Data System, Marketing Research, Environment Scanning and Intelligent system
  - Product, Price, Place and Promotion
  - None of above
- (6) Government of Gujarat celebrates vibrant Gujarat Summit and Patang Utsav. It is marketing of \_\_\_\_\_
- Place
  - Product
  - Event
  - All of above
- (7) Which one of the following is not part of Marketing Mix ?
- Product
  - Policy
  - Price
  - Promotion

(b) State whether following statements are true or not with appropriate explanation : **7**

- Marketing and Selling are same.
- Market Segmentation is always necessary.
- Marketing research gives assurance of solution to every Marketing Problem.
- Positioning a product is nothing but creating positive image in the mind of consumers.
- Buyer is not influential by the society at all.
- Marketer has to change marketing mix elements as per requirement of consumers and nature of product.
- Institutional buying process emphasis on price only.

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