

Seat No. : 01251

**DA-102**

**December-2018**

**B.B.A., Sem.-III**

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

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. (A) (i) Define Marketing. Discuss how is it important. 7  
(ii) Write on any **two** of the following : 7  
(1) Product Concept  
(2) Market Offerings  
(3) Market  
(4) Marketing Management
- OR**
- (i) Describe the steps of Marketing Process. 7  
(ii) Explain Marketing as a Function. 7
- (B) Choose the correct option : (any **four**) 4
- (1) The sustainable marketing principle which states that company must consider **society's** long term interest, consumer wants and company requirements is called \_\_\_\_\_.  
(a) Societal Marketing (b) Product Marketing
- (2) For marketing success, it is required to build relationships with \_\_\_\_\_.  
(a) Marketing Intermediaries (b) Students
- (3) The value that customers give up to get the benefits of products or services is classified as \_\_\_\_\_.  
(a) Discount (b) Price
- (4) \_\_\_\_\_ concept believes that consumers will not buy enough of the products unless and until they take heavy promotion efforts.  
(a) Selling (b) Product
- (5) \_\_\_\_\_ is the process of evaluating each segment's attractiveness and selecting one or more segments to enter.  
(a) Target market (b) Transaction
- (6) Marketing is best defined as \_\_\_\_\_.  
(a) Facilitating satisfying exchange relationships  
(b) Matching a product with its market

2. (A) (i) Discuss the variables of Demographic base of Market Segmentation. 7  
(ii) Write a note on "Positioning". 7

OR

- (i) Discuss the steps involved in the process of target marketing. 7  
(ii) What is the criteria for successful segmentation ? 7

(B) Choose the correct option : (any four) 4

(1) \_\_\_\_\_ means the degree to which the effective programs can be designed for attracting and serving the segments.

- (a) Actionability (b) Sustainability

(2) Under \_\_\_\_\_ positioning, the product is positioned as the leader in certain benefit.

- (a) user (b) benefit

(3) \_\_\_\_\_ positioning is when consumers find too narrow a picture of the company.

- (a) Under (b) Over

(4) Segmentation can be done on the basis of \_\_\_\_\_.

- (a) Income (b) Product

(5) 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) Differentiated marketing

(6) \_\_\_\_\_ segmentation means use of combinations of segmentation bases to identify smaller, better defined target groups.

- (a) Hybrid (b) Demographic

3. (A) (i) Discuss the various roles of buyers. 7  
(ii) Discuss the cultural factors affecting consumer behaviour. 7

OR

- (i) Explain the steps of buying decision process. 7  
(ii) Explain any two models of consumer behaviour. 7

(B) Choose the correct option : (any three)

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- (1) Which of the following can be considered as the economic factor affecting a customer's behaviour towards the purchase of any product ?  
(a) Ambition (b) Purchasing capacity
- (2) The markets in which the goods are bought for personal consumption by the individuals and households are called \_\_\_\_\_.  
(a) Consumers Market, (b) Business Market
- (3) The formal decision making process by which large organization buy the services and products is classified as \_\_\_\_\_.  
(a) Organizational buying, (b) Small buying
- (4) Consumers go through \_\_\_\_\_ when they are highly involved in purchases but see little differences in the brands.  
(a) Dissonance-reducing buyer behaviour  
(b) Habitual buying behaviour
- (5) For routinely purchased items, buyers are frequently the \_\_\_\_\_.  
(a) Deciders ✓ (b) Influencers

4. (A) (i) Define MIS (Marketing Information System) and write down its components. 7

(ii) How many types of data are there ? Explain. 7

OR

(i) Briefly describe the 'Marketing Research Process'. 7

(ii) Explain the various advantages of marketing research. 7

(B) Choose the correct option : (any three) 3

(1) The first step in planning a market research project is \_\_\_\_\_.

(a) Conducting a cost-benefit analysis

(b) Defining and locating problems

(2) \_\_\_\_\_ data consist of data collected for the first time by the researcher for the specific purpose at hand.

(a) Primary ✓

(b) Secondary

(3) \_\_\_\_\_ research includes : research on efficacy of various types of marketing intermediaries, warehousing efficiency study, distribution cost analysis etc.

(a) Price

(b) Distribution ✓

(4) \_\_\_\_\_ research is to describe the marketing problems, situations or markets such as the market potential for a product or demographics and attitudes of consumers who buy the product.

(a) Exploratory

(b) Descriptive

(5) Questionnaire is also known as \_\_\_\_\_.

(a) Research Instrument

(b) Research Observation