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BBA4cimC0210

Seat No: _____

B.B.A. Semester - 4 (CBCS) Examination

March/April- 2018

**CONTEMPORARY ISSUES IN MARKETING
(CORE)**

Time: 2:30 Hours

Marks: 70

Instructions:

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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- Que-1 Explain: (14)
- a. Market segmentation.
 - b. Target Market.
 - c. Market targeting.
 - d. Product positioning.
- OR
- Que-1 Discuss product characteristic approach for segmenting consumer market. (14)
- Que-2 Define term 'consumer behaviour' and discuss personal factors affecting consumer behaviour. (14)
- OR
- Que-2 Describe stages of buying decision process. (14)
- Que-3 Explain briefly steps in marketing research process. (14)
- OR
- Que-3 a. Enlist sources for primary data and secondary data. (07)
- b. Describe nature (characteristics) of marketing research. (07)
- Que-4 Discuss various methods of sales force remuneration. (14)
- OR
- Que-4 a. What is sales force training? Mention any ten methods of sales force training. (07)
- b. Explain equalized workload method for determining sales force size with suitable illustration. (07)
- Que-5 Define marketing ethics. Discuss need and importance of marketing ethics. (14)
- OR
- Que-5 a. Write factors of marketing environment. (07)
- b. Discuss role of consumerism in India. (07)
