

B.B.A. Semester - 4 (CBCS) Examination**March/April- 2019****CONTEMPORARY ISSUES IN MARKETING****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

Que-1 What is market segmentation? Discuss Significance of market segmentation? (14)

OR

Que-1 Discuss product characteristic approach for segmenting consumer market.

Que-2 Discuss personal and social factors affecting consumer behavior. (14)

OR

Que-2 What is buying process? Describe stages of buying decision process.

Que-3 Write a note on marketing research process. (14)

OR

Que-3 (a) Explain objectives of marketing research. (07)

(b) Discuss limitations of marketing research. (07)

Que-4 Write a note on recruitment and selection of sales force. (14)

OR

Que-4 (a) What is sales force control? Mention any ten methods of for sales force control. (07)

(b) Explain equalized workload method for determining sales force size with suitable illustration. (07)

Que-5 Define marketing ethics. Discuss characteristics of marketing ethics. (14)

OR

Que-5 (a) Write factors of marketing environment. (07)

(b) Discuss marketing strategies of the market leader. (07)
