

B.B.A. Semester - 4 (CBCS) Examination
April/May -2022 [NEW COURSE]
Modern Marketing Practices (Core)

Time: 2:30 Hours**Marks: 70****Instructions:**

1. All questions are compulsory.
 2. Figures to the right indicate marks.
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Q.1 Write descriptive note on bases for segmenting industrial market. (14)

OR

Q.1 (A) Explain significance of market segmentation (07)

(B) Explain concepts: (1) Target Market. (2) Product Positioning. (07)

Q.2 What is buying decision process? Describe stages of buying decision process. (14)

OR

Q.2 Explain:

(A) Personal factors affecting consumer behaviour. (07)

(B) Social factors affecting consumer behaviour. (07)

Q.3 Write notes:

(A) Scope of marketing research. (07)

(B) Limitations of marketing, research (07)

OR

Q.3 Describe marketing research process.

Q.4 Discuss different methods of sales force remuneration. (14)

OR

Q.4 Discuss:

(A) Equalized workload method of determining sales force size. (07)

(B) Sales force objectives. (07)

Q.5 Define marketing ethics? Discuss need and importance of marketing ethics. (14)

OR

Q.5 Explain:

(A) Reasons of failure of consumerism in India. (07)

(B) Marketing strategies for market challengers. (07)
