

B.B.A. Semester - 4 (CBCS) Examination
April/May -2022 [OLD COURSE]
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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Q.1 Describe in detail the bases of consumer market segmentation. (14)

OR

Q.1 Describe the product positioning strategies in detail.

Q.2 Explain the factors affecting consumer behaviour. (14)

OR

Q.2 Explain steps in buying decision process.

Q.3 What do you mean by marketing research? Explain the steps involved in marketing research? (14)

OR

Q.3 What are the features and limitations of marketing research?

Q.4 Define sales force recruitment system. Also discuss the various internal and external sources of recruitment. (14)

OR

Q.4 (A) Define the different methods of sales force training. (07)

(B) Define sales force management how can you control sales force? (07)

Q.5 Explain marketing Ethics. Discuss the characteristics of marketing Ethics. (14)

OR

Q.5 What is consumerism? Explain the need and importance of consumerism in India.
