

B.B.A. Semester - 4 (CBCS) Examination
March/April-2023 [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 a descriptive note on bases for segmenting the industrial market. **(14)**

OR

Q.1 Discuss product characteristics approach for segmenting the consumer market.

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

OR

Q.2 Discuss major factors affecting consumer behaviour.

Q.3 Define term 'marketing research'. Discuss types of data and also suggest appropriate sources of data. **(14)**

OR

Q.3 Explain steps of marketing research process.

Q.4 Discuss alternative methods (plans) of sales force remuneration. **(14)**

OR

Q.4 Write Notes:

(A) Sales force training

(B) Sales force control

Q.5 Discuss: **(14)**

(A) Need of marketing ethics

(B) Role of consumerism

OR

Q.5 Discuss:

(A) Reasons of failure of consumerism in India

(B) Importance of analysing competitors
