

B.B.A. Semester - 4 (CBCS) Examination**March/April-2023 [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.
-

Q.1 Define market segmentation and explain importance of market segmentation. **(14)**

OR

Q.1 Define product positioning and explain importance of product positioning.

Q.2 Define consumer behaviour. Explain types of consumer behaviour. **(14)**

OR

Q.2 Explain stages of buying decision process.

Q.3 Give introduction of marketing research. Explain functions of marketing research. **(14)**

OR

Q.3 (A) Explain in detail marketing research process. **(07)**

(B) Explain about classification of research methods. **(07)**

Q.4 Define the quantitative and qualitative sales force objectives. **(14)**

OR

Q.4 Define sales force recruitment system. Discuss the various internal and external sources of recruitment.

Q.5 Write short notes. (Any Two) **(14)**

- (A)** Micro Environment
- (B)** Ethical Values
- (C)** Areas of Consumer Protection
- (D)** Process of analyzing competition
