

B.B.A. Semester - 4 (CBCS) Examination
March/April-2024 [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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Que.1 What is market segmentation? Describe consumer characteristic approach for segmenting the consumer market. (14)

OR

- Que.1 (A) Explain significance of market segmentation.
(B) Discuss product positioning process.

Que.2 Discuss in detail personal and social factors affecting consumer behaviour. (14)

OR

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

Que.3 Describe marketing research process. (14)

OR

- Que.3 (A) State sources for primary data and secondary data.
(B) Write a note on limitations of marketing research.

Que.4 Discuss sales force remuneration methods. (14)

OR

Que.4 Write Notes.

- (A) Sales force recruitment.
(B) Sales force objectives.

Que.5 Discuss. (14)

- (A) Need of marketing ethics.
(B) Summarize factors affecting marketing environment.

OR

Que.5 Discuss.

- (A) Reasons of failure of consumerism in India.
(B) Marketing strategies for the market leader.
