

B.B.A. Semester - 4 (CBCS) Examination
March/April-2025 [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? Explain significance of market segmentation. | (14) |
| | OR | |
| Que.1 | Briefly describe bases for segmenting the consumer market. | |
| Que.2 | What is buying decision process? Describe stages of buying decision process. | (14) |
| | OR | |
| Que.2 | Discuss:
(A) Personal factors affecting consumer behaviour
(B) Cultural factors affecting consumer behaviour | |
| Que.3 | Define term 'marketing research'. Explain marketing research process. | (14) |
| | OR | |
| Que.3 | (A) Describe objectives of marketing research.
(B) Describe major limitations of marketing research. | |
| Que.4 | What is sales force management? Discuss objectives of sales force management. | (14) |
| | OR | |
| Que.4 | Write Notes:
(A) Sales force training
(B) Sales force size | |
| Que.5 | Discuss:
(A) Need of consumerism
(B) Factors affecting marketing environment | (14) |
| | OR | |
| Que.5 | Discuss:
(A) Marketing strategies for the market leader
(B) Characteristics of marketing ethics | |
