

B.B.A. Semester - 4 (CBCS) Examination
March/April-2026 [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.

-
- Que.1 Explain following terms: (14)
- (1) Market Segmentation
 - (2) Product Positioning
 - (3) Target Market
 - (4) Consumer Market and Industrial market
- OR
- Que.1 Briefly discuss the bases for segmenting the consumer market.
- Que.2 Define buying decision process? Describe stages of buying decision process. (14)
- OR
- Que.2 Describe:
- (A) Role of consumer behaviour
 - (B) Social factors affecting consumer behaviour
- Que.3 Define term 'data'. Suggest sources for primary data and secondary data. (14)
- OR
- Que.3 Explain steps involved in marketing research process.
- Que.4 Discuss sales force remuneration methods. (14)
- OR
- Que.4 Write Notes:
- (A) Sales force training
 - (B) Sales force size
- Que.5 Write a note on factors affecting marketing environment. (14)
- OR
- Que.5 Discuss:
- (A) Marketing strategies for the market leader
 - (B) Need of marketing ethics
