



MAY-161100010404 Seat No. _____

B. B. A. (Sem. IV) (CBCS) Examination

March / April – 2018

**Contemporary Issues in Marketing
(New Course)**

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions :

- (1) It is **compulsory** to attend all questions.
- (2) All questions carry **equal** marks.

1 What do you mean by Market Segmentation ? Which are the bases for segmenting consumer market ? 14

OR

1 What do you mean by Product Positioning ? Explain Product Positioning process. 14

2 What do you mean by consumer behaviour ? Explain the factors affecting consumer behaviour. 14

OR

2 What do you mean by buying decision process ? Which are the stages in buying decision process ? 14

3 What do you mean by marketing research ? Describe the importance and limitations of marketing research. 14

OR

3 Explain the types of data and also elaborate difference sources of data. 14

4 What do you mean by sales forces ? Explain the recruitment and selection of sales force. 14

OR

4 What do you mean by sales force control ? Explain sales force control methods. 14

5 What do you mean by Marketing Environment ? Explain factors in Marketing Environment. 14

OR

5 What do you mean by 'Consumerism' ? Why consumerism failed in India ? 14
