



RAI-161100010404 Seat No. _____

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

March / April - 2019

Contemporary Issues in Marketing

(New Course)

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

[Total Marks : 70

Instructions :

- (1) There are **five** questions, each of 14 marks.
- (2) Attempt all questions.
- (3) Figures on right side indicate marks allocated to each of the questions.

1 What do you mean by Market Segmentation ? Discuss the objectives and importance of Market Segmentation. 14

OR

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

2 What do you mean by Consumer Behaviour ? Discuss the characteristic and role of Consumer Behaviour. 14

OR

2 Describe Buying Motives. Explain the types of buying motives. 14

3 What do you mean by Marketing Research ? Explain the steps involved in Marketing Research. 14

OR

3 Write a short note on – Primary and Secondary data. 14

4 Define the Qualitative and Quantitative Salesforce Objectives. 14

OR

4 Define Salesforce Training. Also explain the different methods of Salesforce Training. 14

5 Explain Marketing Ethics. Discuss the characteristics of Marketing Ethics. 14

OR

5 What is Consumerism ? Explain the need and importance of Consumerism in India. 14