



DAH-161100010404 Seat No. _____

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

April - 2022

Contemporary Issues in Marketing

Time : Hours]

[Total Marks : 70

Instruction : Each question carries equal marks. (14 Marks Each)

1 What is market segmentation ? Explain the various bases for segmentation.

OR

1 What is positioning ? Explain the product positioning process in detail.

2 Define consumer behavior and explain the various factors affecting consumer behaviour.

OR

2 Explain the buying decision process in detail.

3 Explain the term marketing research and its characteristics in detail.

OR

3 Explain the marketing research process in detail.

4 Explain the sales force recruitment and selection process in detail.

OR

4 Explain the various sales force training methods in detail.

5 What is marketing environment ? Explain the various factors affecting it.

OR

5 Explain the various marketing strategies as a marketing leader and marketing challenger.