



Seat No. \_\_\_\_\_

**HK-161100010404**

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

**April - 2023**

**Contemporary Issues in Marketing**

*(Old Course)*

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

**Instructions :**

- (1) It is compulsory to attend all questions.
- (2) All questions carries equal marks (i.e. 14)

1 What do you mean by Market Segmentation ? Explain significance of Market Segmentation.

**OR**

What do you mean by Target Market ? Explain Market targeting.

2 What do you mean by Consumer Behaviour ? Explain factors affecting consumer behaviour.

**OR**

What is buying decision process ? Explain stages of buying decision process.

3 What do you mean by Marketing Research ? Explain importance of Marketing Research.

**OR**

Explain Marketing Research Process in detail.

4 What do you mean by Sales Force ? Explain objectives of Sales force.

**OR**

Explain methods of Sales Force Remuneration.

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

**OR**

What do you mean by consumerism ? Explain need of Consumerism.