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BBA(III) — MM/III/

X/XI/H

2011

Time : 3 hours

Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The figures in the margin indicate full marks.

Answer from both the Groups as directed.

Group – A

(Objective Type Questions)

Answer **all** questions.

1. Choose the correct answer of the following :

2×10 = 20

(a) Money spent on marketing is :

(i) Wastage

(ii) Unnecessary Expenditure

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(Turn over)

- (iii) Burden on the Customers
- (iv) Investment
- (b) The advantage of marketing is to :
 - (i) Consumers
 - (ii) Businessmen
 - (iii) Manufacturers
 - (iv) All of these
- (c) Retailer is a :
 - (i) Merchant
 - (ii) Agent
 - (iii) Facilitator
 - (iv) None of these
- (d) Marketing concept is :
 - (i) Production oriented
 - (ii) Sales oriented
 - (iii) Customer oriented
 - (iv) All of the above
- (e) According to McCarthy P's of marketing mix are :
 - (i) 4
 - (ii) 6

(iii) 2

(iv) 3

(f) Market segmentation is in the interest of :

(i) Consumer

(ii) Trader

(iii) Manufacturer

(iv) All of the above

(g) The tendency of Indian buyer is :

(i) To Bargain

(ii) To file complaint

(iii) To purchase cheap

(iv) All of these

(h) Death of a product takes place :

(i) In maturity stage

(ii) In decline stage

(iii) In saturation stage

(iv) In Adolescence stage

(i) Price Policy is :

(i) In favour of the consumer

(ii) In favour of the Government

- (iii) In producer-manufacturer favour
 - (iv) In favour of all
- (j) Idea screening refers to :
- (i) Generating Idea
 - (ii) Evaluating Idea
 - (iii) Both of these
 - (iv) None of these

Group – B

(Long-answer Type Questions)

Answer any **four** of the following : $15 \times 4 = 60$

2. Define marketing. Discuss its nature and scope.
3. Explain market segmentation. What criteria is used for segmenting a market ?
4. Discuss the process of New Product Development.
5. What do you mean by marketing channels of distribution ?
6. Define advertising. Discuss the objectives and functions of advertising.

7. Discuss publicity. What are the tools of publicity.
8. What is Marketing Research ? Discuss the different methodology of Marketing Research.
9. Discuss the factors that affect buyer behaviour.
10. What are the various methods of pricing of a product ? Which you recommend and why ?

