NR - 14/3

Necessary

(1) Compulsory

(a) For business, marketing is:

2 x 10 = 20

Choose the correct answer of the following:

1. Answer all questions of the following.

Objective-type Questions

Group - A

Answer from both the groups as directed.

The figures in the margin indicate full marks.

Their own words as far as practicable.

Candidates are required to give their answers in

Full Marks: 80

Time: 3 hours

2014

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BBA[(III)/H - 10/14]
(iii) Unnecessary
(iv) Luxury
(b) "Marketing is the delivery of standard". This definition is of:
   (i) Philip Kotler
   (ii) William J. Stanton
   (iii) Paul Mazur
   (iv) Hansen
(c) Marketing concept is:
   (i) Production-oriented
   (ii) Sales-oriented
   (iii) Customer-oriented
   (iv) All of the above
(d) Consumer behaviour is:
   (i) Uncertain
   (ii) Dynamic
   (iii) Wide
   (iv) All of these

(e) Maslow hierarchy of needs are:
   (i) 4
   (ii) 5
   (iii) 3
   (iv) 2
(f) Outdoor advertising includes:
   (i) Newspaper Advertisement
   (ii) Folders
   (iii) Magazine Advertisement
   (iv) Posters
(g) Price policy is determined by:
   (i) Lower Management
   (ii) Middle Management
   (iii) Higher Management
   (iv) Salesman
(h) Market segmentation is:
   (i) Necessary
   (ii) Unnecessary

NR - 14/3 (2) Contd.
3. Evaluate the impact of macro environmental factors on marketing decisions.

4. Explain the various factors which affect consumer buying behaviour.

5. What do you mean by market segmentation? Explain its importance.

6. Describe, in detail, the factors affecting distribution channel.


8. Describe the different methods of marketing research.

9. Explain Sales Forecasting. Discuss the different methods of sales forecasting.

10. What are the various methods of pricing of a product? Which method you recommend and why?

(ii) Wastage of Money
(iii) Wastage of Time
(iv) Wastage of Free Samples Include in:

(i) Consumers' promotion
(ii) Dealers' promotion
(iii) None of these
(iv) Both (i) and (ii)

Group - B

15 x 4 = 60

Answer any four questions of the following:

2. Define the term marketing and describe its functions.