

BBA 3rd Semester Exam., 2018

MARKETING MANAGEMENT—2

Time : 3 hours

Full Marks : 60

Instructions :

- (i) The marks are indicated in the right-hand margin.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

1. Choose the correct answer of the following
(any six) : 2×6=12

- (a) Which of the following activities is the characteristic of a customer-centric firm?
- (i) Identifying customers' needs
 - (ii) Formulating strategies to fit customers' needs
 - (iii) Consumer research and analysis to monitor trends
 - (iv) (i) and (ii)
 - (v) (i), (ii) and (iii)

(Turn Over)

- (b) Consumer behaviour consists of which of the following activities?
- (i) Obtaining
 - (ii) Consuming
 - (iii) Disposition
 - (iv) (i) and (ii)
 - (v) (i), (ii) and (iii)
- (c) Consumer behaviour can be defined as
- (i) a field of study focusing on marketing activities
 - (ii) a field of study focusing on consumer activities
 - (iii) a study of pricing
 - (iv) the study of decision rules
 - (v) None of the above
- (d) _____ refers to activities leading up to and including the purchase or receipt of the product.
- (i) Purchase
 - (ii) Consumption
 - (iii) Exchange
 - (iv) Obtaining
 - (v) Disposal

- (e) _____ refers to how consumers get rid of the product and packaging.
- (i) Purchase
 - (ii) Consumption
 - (iii) Exchange
 - (iv) Obtaining
 - (v) Disposal
- (f) The key element in the definition of the marketing concept is
- (i) consumption
 - (ii) disposal
 - (iii) exchange
 - (iv) purchase
 - (v) accommodation
- (g) Consumption analysis refers to
- (i) why and how people use products
 - (ii) why and how people make products
 - (iii) when and where people dispose of products
 - (iv) (i) and (ii)
 - (v) (i), (ii) and (iii)

- (h) Successful organizations believe
- (i) consumers are influenced by the needs and wants of the organization
 - (ii) marketing is the process of transforming or changing an organization to have what people will buy
 - (iii) marketing is not really important
 - (iv) marketing is the process of transforming consumer wants into the firm's product offering
 - (v) None of the above
- (i) Which of the following areas can be better understood by studying consumer behaviour?
- (i) Consumer preferences for different advertisements
 - (ii) Financial decisions
 - (iii) Voting in elections
 - (iv) (i) and (ii)
 - (v) (i), (ii) and (iii)

(j) _____ activities are used by public health advocates to influence people to abstain from illegal drugs or stop underage smoking.

- (i) Promotional
- (ii) Marketing
- (iii) Advertising
- (iv) Demarketing
- (v) All of the above

2. Write short answer-type questions (any three) : 4×3=12

- (a) Why are the models adopted to study the consumer behaviour?
- (b) Explain the model of consumer behaviour based on stimulus-response.
- (c) How does the environment impact the marketing decisions?
- (d) Describe in detail consumer research process.
- (e) Discuss the post-purchase behaviour of a consumer.

(Turn Over)

Write long answer-type questions (any three)

12×3.

- 3. Being a consumer analyst of a customer-centric organization, how would you analyze the market for your product?
- 4. Describe different strategies required for retaining the customers. What is CRM? Explain it with suitable examples.
- 5. Describe different marketing strategies a marketer would adopt for a customer-centric organization.
- 6. Discuss the role of socio-cultural dimensions in consumer behaviour.
- 7. What is the product's perception? Why is the consumer preferring one brand over another?