



**BBD-1623**

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

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

**April / May – 2014**

**Marketing Management**

Time : 3 Hours]

[Total Marks : 70

**Instructions :** (1) Figures to the right indicate marks.  
(2) Provide live examples if needed.

1 Define Consumer Behaviour and explain the model of Consumer Behaviour. 11

2 What is Segment? Explain the bases of Segmentation in detail. 12

**OR**

2 (a) Discuss Target Marketing and various Targeting Strategies. 6

(b) Define Consumerism and discuss the implementation of Consumerism in India. 6

3 Define Sales Force Management and discuss various Compensation Plans for the sales team. 12

**OR**

3 (a) Discuss the factors influencing Buying Behaviour. 6

(b) Discuss the Causes for Consumerism. 6

4 Define Advertising and discuss the various models for Budgeting in Advertising. 11

**5** Define Service Marketing and discuss Social, Ethical and Legal aspects of Marketing. **12**

**OR**

**5** (a) What is Buying Decision? Discuss how it is taken? **6**

(b) Discuss Positioning of I-Pads in India. **6**

**6** Discuss the following terms : (any two) **12**

(a) Sales Volume Quota

(b) E Marketing

(c) International Marketing.

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