$\mathbf{C}\mathbf{B}$

TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: JUNE - 2022

SEMESTER - III

Sub.: Marketing Management - II (BBA15-311)

Date: 21/06/2022		2022 Tota	Total Marks: 60			
Instructions:		: 1) The paper consists of t	wo sections I and II.			
		2) All questions are comp				
			<u>SECTION - I</u>			
Q. 1.		Answer in Detail. (Any Two)		(20)		
	1)	What do you understand by product diversification? Explain different types of product diversification, with suitable examples.				
	2)	Write a detailed note on major adve	rtising decisions, while setting u	p advertising plan.		
	3)	Discuss recruitment, selection and to	scuss recruitment, selection and training process of sales person.			
	4)	What are gaps responsible for customer's dissatisfaction regarding service? Explain them in detail.				
Q. 2.		Write short notes: (Any Two)		(10)		
	1)	Brand Loyalty				
	2)	Public relations				
	3)	Sales quota				
		SECTION – II				
Q. 3.		Choose the most appropriate option		(20)		
C	1)	Marketing is, there is a cor and the management side.	nstant tension between the formu	` '		
		a) An artc) Both an art and a science	b) A Science d) Selling			
	2)	is defined as conformity to	, •			
	,		1			
		a) Quality	b) Machine			
	3)	c) Manager	d) Product l or design, which differentiates	one product from the		
	3)	other.	i of design, which differentiates	one product from the		
		a) Company	b) Brand			
		c) Factory	d) Market			
	4)		whereas publicity cannot be rep	peated.		
		a) Quality	b) Purchase			
	5)	c) Production	d) Advertising			
	5)	a) Marketing	ublicity, as consumers believe n b) Advertising	nore in news items.		
		c) Selling	d) Controlling			
	6)					
		called a "".				
		a) Market territory	b) Area territory			
	7)	c) Sales territory	d) Indian territory			
	7)					
		a) Distribution	b) Communication			
	0)	c) Production	d) Logistics			
	8)	In case of industrial products a				
		a) Quantityc) Proto-type	b) Quality d) Market			

9)	The process of allocating areas of work is a prerequisite for effective field performance.				
	a) Demographic	b) Psychographic			
	c) Physiographic	d) Geographic			
10)	Service sector in India today accounts for more than half of India's .				
10)	a) GDP	b) FDP			
	c) MDP	d) IDP			
11)	Marketing strategies are implemente	· · · · · · · · · · · · · · · · · · ·			
11)	a) False	b) True			
		ther received through marketing feedback or through			
12)	research and development need scrutiny for their techno commercial feasibility.				
	a) True	b) False			
13)	,	onitor the conformity with customer specification.			
	a) False	b) True			
14)	Niche strategy is aimed at being a market leader in a small market.				
	a) False	b) True			
15)	The profitability of a product is decided on how the product is priced.				
	a) True	b) False			
16)	Advertising is supposed to be free and hence very economical.				
	a) True	b) False			
17)	Advertising has more credibility than	,			
17)	Ş				
	a) False	b) True			
18)	In tall organization, there are many channels of vertical reporting and a longer hierarchical				
10)	chain.				
	a) True	b) False			
19)	In order to reduce the cost of administration and to provide advantage of location of choice,				
	vending machines are used.	1.70			
	a) False	b) True			
20)	After a careful study regarding economical, political, technological, social and cultural environments, the company decides upon its business plan.				
ŕ		•			
	a) True	b) False			
	Case Study:		(10		

Q. 4. Case Study: (10)

Ravi has decided to set up a small factory to manufacture hand wash and toilet soaps in a rural area in Haryana. In order to promote the product initially, he plans to distribute small sachets of the hand wash as free samples, besides deploying a team of salesmen to sell the product door to door in the different parts of the city. Moreover, he has decided to conduct a hygiene camp in rural areas wherein he will distribute a kit comprising of hand wash and soap and also plans to organize street plays to highlight the importance of hygiene and sanitation in our daily lives.

Questions

- 1. Identify the tools of promotion being taken into consideration by Ravi.
- 2. What are the qualities that he should consider while selecting salesmen?
- 3. List any two values that the he wants to communicate to the society.