

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

Total Marks : 60

Time: 2.00 pm to 4.30 pm

- Instructions:** 1) The paper consists of two sections I and II.
 2) All questions are compulsory.

SECTION - I

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 advertising decisions, while setting up advertising plan.
- 3) Discuss 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)

- 1) Marketing is _____, there is a constant tension between the formulated side of marketing and the management side.

a) An art	b) A Science
c) Both an art and a science	d) Selling
- 2) _____ is defined as conformity to specifications.

a) Quality	b) Machine
c) Manager	d) Product
- 3) _____ is a name, sign, symbol or design, which differentiates one product from the other.

a) Company	b) Brand
c) Factory	d) Market
- 4) _____ can be repeated by paying whereas publicity cannot be repeated.

a) Quality	b) Purchase
c) Production	d) Advertising
- 5) _____ has less credibility than publicity, as consumers believe more in news items.

a) Marketing	b) Advertising
c) Selling	d) Controlling
- 6) This geographical area within which a salesman is supposed to work and bring results is called a "_____".

a) Market territory	b) Area territory
c) Sales territory	d) Indian territory
- 7) The way in which the goods transfer hands is called a channel of _____.

a) Distribution	b) Communication
c) Production	d) Logistics
- 8) In case of industrial products a _____ is developed for testing.

a) Quantity	b) Quality
c) Proto-type	d) Market

