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V SEMESTER BBA EXAMINATION – MARCH / APRIL – 2022

SCHEME – SEMESTER – CBCS

MARKETING MANAGEMENT - II

Time: 03 Hours

Max Marks: 80

Instructions to Candidates: Answer all parts.

**PART – A**

Answer any **TWO** of the following. Each Question carries 15 Marks:  $15 \times 2 = 30$

1. Explain the Marketing Research process.
2. What is Rural Marketing? Explain the factors affecting Rural Consumer Behaviour.
3. What is Consumer Behaviour? Explain the Consumer decision making process.
4. Explain the different types of reference groups. How does reference group influence on products and brands?

**PART – B**

Answer any **THREE** of the following. Each Question carries 10 Marks:  $10 \times 3 = 30$

5. Explain the classification of Rural market.
6. Explain the product promotion done in Rural India.
7. Explain in detail the purchase decision of Consumers.
8. How does Post Purchase Evaluation influence Consumer Behaviour
9. Explain the need for Rural Marketing.

**PART – C**

Answer any **FOUR** of the following. Each Question carries 5 Marks:  $5 \times 4 = 20$

**Write a Short Notes:**

10. Opinion leadership
11. FMCG
12. Rural V/s Urban Markets
13. Market Strategy
14. Cross Cultural Influence
15. Lexico Graphic Rule

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