

BBA 3rd Semester Exam., 2015

CORPORATE COMMUNICATION

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 alternative (any six) :
2×6=12

- (a) Which of the following is central to any definition of marketing?
 - (i) Making a profit
 - (ii) Making a sale
 - (iii) Demand management
 - (iv) Transactions
 - (v) Customer relationships

- (b) Introducing new products to existing markets is an example of
 - (i) conglomerate diversification
 - (ii) vertical diversification
 - (iii) horizontal diversification
 - (iv) concentric diversification
- (c) When a company acquires a supplier through an acquisition strategy, this is referred to as
 - (i) vertical marketing system
 - (ii) horizontal integration
 - (iii) forward integration
 - ~~(iv) backward integration~~
- (d) When backed by buying power, wants become
 - (i) physical needs
 - ~~(ii) demands~~
 - (iii) social needs
 - (iv) exchanges
 - (v) self-esteem needs

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(3)

(e) Selecting which segments of a population of customers to serve is called

- (i) managing the marketing effort
- (ii) target marketing
- (iii) customization
- (iv) positioning
- ~~(v) market segmentation~~

(f) Which of the following reflects the marketing concept of philosophy?

- (i) "You will not find a better deal anywhere."
- (ii) "When it is profits versus customer's needs, profits will always win out."
- (iii) "We are in the business of making and selling superior products."
- (iv) "We don't have a marketing department, but a customer department."
- (v) "We build them so you can buy them."

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(4)

(g) Which of the following is the term for customers who make repeat purchases and tell others about their positive experiences with a product or service?

- (i) Full partners
- (ii) Butterflies
- ~~(iii) Satisfied customers~~
- (iv) Social customers
- (v) Customer evangelists

(h) Greater consumer control means that companies must rely more on marketing by ____ than by ____.

- (i) socialization; information
- (ii) producing; selling
- (iii) inspiration; competition
- (iv) interruption; involvement
- (v) interaction; intrusion

(i) Which of the following is not a marketing objective?

- (i) Positioning
- (ii) Volume sales
- ~~(iii) Cash flow~~

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(j) What is price skimming?

~~(i)~~ Setting an initially high price which falls as competitors enter the market

(ii) Setting a high price which consumers perceive as indicating high quality

(iii) Setting a low price to 'skim off' a large number of consumers

2. Answer any three questions : 4×3=12

(a) Explain the following terms :

Market potential; Sales potential;
Sales forecasts.

~~(b)~~ What do you mean by a sales budget?

3. Discuss on the steps in designing a sales budget.

(c) What is market segmentation? What are the different methods of segmenting the market?

~~(d)~~ Discuss the functions performed by the retailer in the distribution channel.

~~(e)~~ What is DAGMAR? Bring out the advantages of it.

Answer any three questions :

12×3=36

~~3.~~ What does the term relationship selling imply and why has it become such an important concept?

~~4.~~ What are the various sales strategies and methods? Explain with suitable examples.

~~5.~~ What role do marketing research and product positioning play in the success of a product in the market?

6. Discuss in detail the different types of conflict in distribution channels and suggest ways to overcome them.

~~7.~~ Discuss on the different market strategies that the firm should decide on while entering the market with a new product.
