

Total No. of Questions : 4]

SEAT No. :

P-1881

[Total No. of Pages : 2

[6033]-505

T.Y. B.B.A.

A 505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

(2019 Pattern) (CBCS) (Semester - V)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *Answer all questions.*
- 2) *Figures to the right indicate full marks.*

Q1) Fill in the blanks :

[5]

- a) _____ is the practice of understanding the structures policies and procedures developed by an organization.
- b) _____ is the systematic gathering recording and analysis of data about problems relating to the marketing of goods and services.
- c) _____ refers to three stage marketing process
- d) _____ buys and sells goods for his principal in return for the commission.
- e) _____ refers to class of products where sale by auction takes place.

Q2) Match the following :

[5]

- | | |
|----------------------|------------------------|
| a) Business Analysis | i) Intangible |
| b) Michael Porter | ii) Hypothesis Testing |
| c) Research design | iii) CSF |
| d) Chi Square Test | iv) BCG |
| e) Services | v) Collecting Data |

P.T.O.

Q3) Write Short Notes (Attempt any 4) : [20]

- a) Economic Environment
- b) Key Performance Indicators
- c) Writing a Research Report
- d) Elements of Price Mix
- e) Data Analysis and Interpretation

Q4) Write Long Answers (Attempt any 2) : [20]

- a) Explain the various Data Collection Techniques
- b) Explain the various types of Distribution Intermediaries
- c) Explain the importance and challenges of digital marketing
- d) What is Data analytics in business? State its role.

