[6143]-505
T.Y. B.B.A.
505 A : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES
(CBCS 2019 Pattern) (Semester - V)

Time : 2½ Hours] *[Max. Marks : 50*
Instructions to the candidates:
  1) All questions are compulsory.
  2) Figures to the right side 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]**

Each question carries 5 marks. Ashort explanation is expected for each equestion.

a) Economic Environment

b) Key Performance Indicators

c) Implications of Marketing Research on Marketing mix

d) Supply Chain Management

e) Explain Promotion Mix

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

Each question carries 10 marks. A brief explanation is expected for each question

a) Explain the various Data Collection Techniques.

b) Explain the various types of Distribution Intermediaries.

c) Discuss the various factors affecting the buying behaviour of the consumers.

d) State the responsibilities of Business Analyst.

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