

Total No. of Questions : 4]

SEAT No. :

PB-1437

[Total No. of Pages : 2

[6225]-505

T.Y. B.B.A.

A505 : MARKETING ENVIRONMENT ANALYSIS AND STRATEGIES

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

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions :

[5]

- i) Which of the following is not external uncontrollable factors that affect the business environment?
 - a) customers or competitors
 - b) demographic factors
 - c) social and cultural factors
 - d) technological factors
- ii) What was the first step of the Business Analysis Process?
 - a) Identifying and analyzing various documents required for the project
 - b) data collection and analysis
 - c) support technical implementation
 - d) assessment of business outcomes
- iii) A _____ is the logical and systematic planning and directing a prize of research.
 - a) Hypothesis
 - b) Research Objective
 - c) Research Design
 - d) Analysis of data

P.T.O.

- iv) Which of the following is not personal factors which affects buying behavior of the consumer?
 - a) age
 - b) income
 - c) occupation
 - d) motivation
- v) Which of the following types are categorized in large-scale retailers?
 - a) departmental store
 - b) street traders
 - c) unit stores
 - d) hawkers and peddlers

B) Match the pairs :

[5]

- | | |
|----------------------------|-------------------|
| i) Wholesalers | a) Chain stores |
| ii) Small-scale Retailers | b) D- Mart |
| iii) Large-scale Retailers | c) Auctioneers |
| iv) Super Market | d) Drop Shipper |
| v) Agent Middlemen | e) Market Traders |

Q2) Attempt any one out of two:

[10]

- i) Define Business Analysis. State and explain its need in the business organization.
- ii) Explain the impact of Marketing Environment on Marketing Decisions.

Q3) Attempt any one out of two:

[10]

- i) Explain the various Data Collection Techniques.
- ii) Define Product Life Cycle. Explain the various Stages of Product Life Cycle.

Q4) Write short notes. (Any four out of six)

[20]

- i) Technological Environment
- ii) BCG Matrix
- iii) Ethics in Marketing Research
- iv) Writing a Research Report
- v) Factors influencing Pricing
- vi) Mail Order Houses

