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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - III

Sub.: Marketing Management - II (BBA15-311)

Date : 18/12/2024

Total Marks : 60

Time: 2.00 pm to 4.30pm

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

Q. 1. Choose the most appropriate option. (05)

1. What is the first stage in the New Product Development process?_____
 - a) Idea Screening
 - b) Idea Generation
 - c) Concept Development
 - d) Product Launch
2. What is a sales quota?_____
 - a) A target sales level assigned to a salesperson or a team
 - b) Consumer
 - c) Comparison between different product lines
 - d) None of the above
3. Which of the following is a unique characteristic of service marketing?_____
 - a) Intangibility
 - b) To share the form link
 - c) To Mention any specific companies
 - d) To Select the job roles
4. Who is a Consumer?_____
 - a) A person who manufactures goods
 - b) A person who purchases goods and services for personal use
 - c) A person who resells products
 - d) A person who works in the service industry
5. What is the primary goal of the recruitment process?_____
 - a) To lay off employees
 - b) To attract and hire the best candidates for job vacancies
 - c) To promote internal employees only
 - d) To terminate underperforming employees

Q. 2. State True / False (05)

1. The first step in filing a complaint is to gather all relevant information and documentation about the issue.
 - a) True
 - b) False
2. Marketing strategies for services focus primarily on the product and price, with little emphasis on customer experience.
 - a) True
 - b) False
3. Salesmen's training improves product knowledge, selling skills, and customer interaction techniques.
 - a) True
 - b) False
4. Distribution is important because it ensures that the product reaches customers at the right place and time.
 - a) True
 - b) False
5. Vending machines allow customers to purchase products automatically without the need for a cashier.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. New Product Development.
2. Sales Quota.
3. Characteristics of Services.
4. Consumer Protection Act 1986.
5. Salesmen are training.

Q. 4. Answer in detail (Any Two) (20)

1. Explain Personal Selling.
2. Discuss recruitment and selection process and the key steps involved in the recruiting and selection process.
3. Analyze the Classification of Services.
4. What may be said to be a “compliant”? Where the complaint is to be filed?

Q. 5. Case study (15)

Marketing Strategies for Services

ABC Cleaning Services, a startup, provides residential and commercial cleaning. To grow their customer base, they faced a challenge: How to stand out in a competitive market where many similar services existed. The company decided to focus on building a customer-centric marketing strategy. They introduced a loyalty program that rewarded customers with discounts after every five services. They also offered a 100% satisfaction guarantee, ensuring that any customer unsatisfied with a cleaning could get a free re-clean.

ABC used social media platforms to run targeted ads and engaged customers by posting cleaning tips and behind-the-scenes content. They also implemented personalized email marketing, sending follow-up emails to inquire about customer satisfaction and offering special discounts for repeat customers.

This marketing approach helped ABC build long-term relationships and increased repeat business by 25%.

Questions:

1. How did ABC Cleaning Services differentiate itself from competitors in a saturated market?
 2. What role did customer engagement and loyalty programs play in their marketing strategy?
 3. How did personalized email marketing contribute to their success?
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