

**BBA 3rd Semester (Hons.) Examination, 2020-21**  
**BACHELOR OF BUSINESS ADMINISTRATION**

**Course ID: 33212**

**Course Code: BBA-CC-06**

**Course Title: Marketing Management**

**Full Marks: 80**

**Time: 3 Hours**

*The figures in the right hand margin indicate full marks.  
Candidates are required to give their answers in their own words as far as practicable.  
Illustrate the answers wherever necessary.*

**Group-A**

**1. Answer all the questions from the following:-**

**1 x 10 = 10**

- i. “Many people want BMW , only few are able to buy” this is an example of –
  - a. Need
  - b. Want
  - c. Demand
  - d. Status
  - e. None of these
- ii. This of the following is not a type of marketing concept :
  - a. Production concept
  - b. Selling concept
  - c. Societal marketing concept
  - d. The supplier concept
  - e. None of these
- iii. \_\_\_\_\_ is the father of modern marketing
  - a. Peter Drucker
  - b. Philip kotler
  - c. Lester Wunderman
  - d. Abraham Maslow
  - e. None of these
- iv. The key customer markets consists of –
  - a. Government markets
  - b. Business Market
  - c. Consumer Market
  - d. All of the above
  - e. None of these
- v. Which is the feature of direct marketing –
  - a. One- to – one communication
  - b. Open dialogue
  - c. Personal relationship
  - d. All of the above
  - e. None of these
- vi. The promotion “P” of marketing is also known as –
  - a. Cost
  - b. Distribution
  - c. Marketing Communication
  - d. Product Differentiation
  - e. All of the above
- vii. The major components of marketing mix are –
  - a. Product
  - b. Price
  - c. Place
  - d. All of these
  - e. None of these
- viii. A market survey is required for –
  - a. Deciding marketing strategies
  - b. Deciding product strategies
  - c. Deciding pricing strategies
  - d. All of the above
  - e. None of these

- ix. Cross selling means –
  - a. Selling with a cross face
  - b. Cross country marketing
  - c. Selling other product to existing customers
  - d. Selling to friends
  - e. None of these
- x. Marketing segmentation is useful for –
  - a. Preferential marketing
  - b. Targeting existing client
  - c. Identifying prospects
  - d. Knowing customers' tastes
  - e. All of the above

**Group- B**

**2. Answer any TEN from the following:**

**2 x 10 = 20**

- i. Define Marketing .
- ii. What is microenvironment?
- iii. What is branding?
- iv. Define personal selling.
- v. Define wholesaling.
- vi. What is a service?
- vii. Define a distribution.
- viii. What is pricing?
- ix. What is publicity?
- x. What is MKIS?
- xi. What is Market segmentation?
- xii. What is global marketing?
- xiii. What are industrial products?
- xiv. What is Buyer behavior?
- xv. State two difference between a product and a service.

**Group – C**

**3. Answer any FOUR from the following:**

**5 x 4 = 20**

- i. Write a short note on Holistic marketing Concept.
- ii. Write a short note on marketing concept.
- iii. Write a short note on Pricing strategies.
- iv. Explain the 4 P's of marketing.
- v. Briefly explain Ansoff's product – market expansion grid.
- vi. Mention two major sales promotion tools and their applications.

**Group – D**

**4. Answer any THREE from the following:**

**10X3=30**

- i. Briefly describe the Porter's Generic value chain.
  - ii. Briefly describe the 'SWOT' analysis.
  - iii. Explain the different stages of Product Life Cycle.
  - iv. Briefly describe the stages of marketing research.
  - v. Discuss 7P's concept of service marketing.
  - vi. Discuss the various bases of market segmentation.
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