

B.B.A. Semester-III (Honours) Examination, 2022-23**BACHELOR OF BUSINESS ADMINISTRATION**

Course ID : 33212

Course Code : BBA-CC-06

Course Title : Marketing Management

Time : 3 Hours

Full Marks : 80

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.***GROUP–A**1. Answer **all** the questions from the following: $1 \times 10 = 10$

- a) Marketing is a process which aims at _____
- Production
 - Profit making
 - The satisfaction of customer need
 - Selling Products
 - None of these
- b) _____ involves transfer of ownership of the goods
- Selling
 - Assembling
 - Buying
 - Assembling and Buying
 - None of these

- c) The usual source for new products is _____
- Marketing research
 - R&D
 - Accidental discoveries
 - A variety of sources including customers, competitors, serendipity and formal processes
 - None of these
- d) Which among the following is a Pull Strategy?
- Trade promotion
 - Consumer Promotion
 - Sales Force Promotion
 - All of the above
 - None of these
- e) Creating image of product in the minds of target group is called—
- Marketing
 - Positioning
 - Branding
 - Popularizing
 - None of these

- f) Which one of the following is not one of the P s of marketing?
- i) Product
 - ii) Price
 - iii) Place
 - iv) Production
 - v) None of these
- g) The_____function of marketing makes the products available in different geographic regions.
- i) Production
 - ii) Distribution
 - iii) Selling
 - iv) Promotion
 - v) All of the above
- h) The starting point for discussing segmentation is_____
- i) Segregation
 - ii) Positioning
 - iii) Targeting
 - iv) Both 'a' and 'b'
 - v) None of these

- i) The most basic level of a product is called the:
- i) Core product
 - ii) Central product
 - iii) Fundamental product
 - iv) Augmented product
 - v) None of these
- j) What does the term PLC stand for?
- i) Product life cycle
 - ii) Production life cycle
 - iii) Product long cycle
 - iv) Production long cycle
 - v) None of these

GROUP-B

2. Answer any **ten** from the following: 2×10=20
- a) Define Competitive advantage.
 - b) What is unwholesome demand?
 - c) What is customer retention?
 - d) What is B2B marketing? Give an example.
 - e) Define Viral marketing.
 - f) What do you mean by branding?

- g) Define Channel Conflict.
- h) What are functions of retailer?
- i) What do you mean by four P's of marketing?
- j) What do you mean by ecommerce?
- k) What is macro environment?
- l) What is pricing?
- m) What do you mean by supply chain?
- n) What is buyer behavior?
- o) Define value.

GROUP-C

3. Answer any **four** from the following: $5 \times 4 = 20$
- a) Explain the market segmentation process.
 - b) Write a short note on Digital Marketing.
 - c) Write a short note on BCG Matrix.
 - d) Discuss the changing role of direct selling.
 - e) Explain various stages of PLC.
 - f) Briefly explain the production concept.

GROUP-D

4. Answer any **three** from the following: $10 \times 3 = 30$
- a) Explain the marketing research process.
 - b) Briefly describe three pricing policies with suitable example.
 - c) Discuss the STP model with suitable example.
 - d) Briefly describe the recent trends in online marketing.
 - e) Discuss the characteristics of services.
 - f) Develop a sales promotion campaign for kids apparel.