

**BBA**  
**Second Semester**  
**Marketing Management**  
**(BBA- 08)**

**Duration: 3Hrs.**

**Full Marks: 70**

PART A (Objective) =20  
PART-B (Descriptive)=50

**PART-B (Descriptive)**

**Duration: 2 hrs. 40 mins.**

**Marks: 50**

**I. Answer the following questions (any five):**

**2×5=10**

- 1) What is Discount?
- 2) What do you mean by Marketing?
- 3) What is Consumer Product? Give two examples of Consumer products. 1+1=2
- 4) What do you mean by Rebate?
- 5) What are the various types of Distribution Channels?
- 6) What is Packaging? Why Packaging of product is necessary? (Mention any two points) 1+1=2
- 7) What do you mean by Industrial Goods? Give two examples of it. 1+1=2

**II. Answer the following questions (any five):**

**3×5=15**

- 1) Write a short note on 'Marketing Environment'.
- 2) What is 'Marketing Mix'? What are the elements of marketing mix? 1.5+1.5=3
- 3) What are the bases for Market Segmentation? Explain it very briefly.
- 4) Why 'after sales service' concept is important in market as well as in organization?
- 5) What are the methods generally an organization use in Promotion?
- 6) What is Brand? How brand image is important for a company? 1+2=3

7) What is the importance of marketing as a business function?

**III. Answer the following questions (any five):**

**5×5=25**

- 1) Mention the difference between 'Marketing' and 'Selling'.
- 2) What is Product Planning and Product Life Cycle? Explain the various stages of PLC. 1+1+3=5
- 3) What do you mean by Promotion? What are the advertising media that companies generally follow? 1+4=5
- 4) What is Distribution Channel? What are the factors that have influence in choosing distribution channel? 1+4=5
- 5) Briefly describe about some factors which affect in determining the price of product or service?
- 6) What do you mean by Physical Distribution of goods? Briefly describe about the process of Physical Distribution of goods. 1+4=5
- 7) What functions generally a salesman performs?

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BBA  
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Duration: 20 minutes

Marks – 20

PART-A (Objective)

Time: 20 mins

Total Marks: 20

I. Choose the correct answer:

1×20=20

- Marketing is a \_\_\_\_\_.  
a. Social process  
b. Psychological process  
c. Economic process  
d. Buying process.
- Marketing focus on \_\_\_\_\_.  
a. Customer needs  
b. Wholesaler needs  
c. Buyer needs  
d. Retailer needs.
- In Buyer's market, who among the following occupy the commanding position?  
a. Buyer  
b. Public  
c. Seller  
d. Wholesaler
- The basic and foremost requirements of human being are known as \_\_\_\_\_.  
a. Wants  
b. Desires  
c. Needs  
d. Requirements.
- Which of the following is not considered as a marketing mix?  
a. Product  
b. Place  
c. Price  
d. People.
- Advertising is a variable of which of the following marketing mix?  
a. Product  
b. Promotion  
c. price  
d. Place.

- Which of the following is the nature of 'marketing mix'?  
a. Proactive  
b. Neutral  
c. Reactive  
d. None of the above.
- Which of the following does not include under 'after sales-service'?  
a. Installation  
b. Warranties against defect  
c. Repair  
d. Brand image.
- Which of the following is not the variable of micro marketing environment?  
a. Suppliers  
b. Competitor  
c. Intermediaries  
d. Economic forces.
- VAT tends for what?  
a. Value Added Tax  
b. Variable Added Tax  
c. Value Additional Tax  
d. Variable Additional Tax.
- In Market Segmentation, which of the following are grouped in to different categories having common desires, needs etc.?  
a. Seller  
b. Competitor  
c. Buyer  
d. Wholesaler.
- Due to market segmentation, which of the following benefit can be achieved by both the marketing organization and the consumer?  
a. Effective marketing programme  
b. Lower price  
c. Society upgradation  
d. Availability of labour.
- Which of the following is the example of consumer product?  
a. Spare-parts  
b. Watches  
c. raw materials  
d. All of the above.
- Which of the following is the component of product- planning?  
a. Product innovation  
b. Product development  
c. Product identification  
d. None of the above.
- How many stages present in Product Life Cycle?  
a. Three stages  
b. Five stages  
c. Four stages  
d. six stages.



University of Science and Technology, Meghalaya

Date Stamp: \_\_\_\_\_

SESSION 2016-17
COURSE \_\_\_\_\_ PAPER Code: \_\_\_\_\_
NAME OF THE PAPER: \_\_\_\_\_
SEMESTER \_\_\_\_\_

Instructions to Candidates

- 1. This answer booklet has 4 pages. Please check before writing whether it is complete or in good condition.
2. Do not write your name anywhere in the answer booklet.
3. Write legibly on both sides of the paper
4. You may use some space for any rough notes or calculation on the answer booklet if you need. These rough notes, calculations must be scored out before submitting the answer booklet.
5. Do not bring any book or loose paper in the examination hall.
6. Do not tear any page from the answer booklet.
7. Do not write anything on the question paper or blotting paper or any pieces of paper while you are in the examination hall.
8. Any act of indiscipline or misbehavior in the examination hall will result in your expulsion.
9. No examinee is allowed to leave the examination hall until 30 minutes lapse after the commencement of the examination.
10. Additional answer sheet will be supplied after the main answer booklet is completed.

For Objective Type Questions

Page No. Marks

For Descriptive Type Questions

Question No. Marks

Total Grand Total

Session: 2016-17

Course \_\_\_\_\_

Roll No. \_\_\_\_\_

Enrollment No. \_\_\_\_\_

Semester \_\_\_\_\_

Name of the Paper \_\_\_\_\_

Paper Code \_\_\_\_\_

- 16. Which of the following is one of the characteristics of 'decline stage' of PLC?
a. Rapid fall in sales
b. Further rise in promotional expenses
c. further rise in price
d. All of the above.
17. Quantity discount is given to the buyers on the basis of which of the following conditions?
a. No. of quantities bought by the buyer
b. Timely or prompt payment of the due amount
c. The length of the distribution channel.
d. All of the above.
18. On what condition of the following, rebate is given to the buyer?
a. Bills payment within the desired dead-line
b. Both a & c
c. Defective goods delivered
d. None of the above.
19. Which of the following is the example of indoor advertising media?
a. Newspaper c. Posters
b. Electric sign d. All of the above.
20. Which of the following is not the intermediary of distribution channel in marketing?
a. Wholesaler c. Retailer
b. Competitors d. None of the above

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Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature