

BBA
SECOND SEMESTER
MARKETING MANAGEMENT
BBA-203

Duration: 2 Hrs. 40 Mins.

Marks: 50

PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50

[PART-B : Descriptive]

[Answer question no. One (1) & any four (4) from the rest]

1. Discuss the different elements of Marketing Mix with suitable example. 10
2. What is Marketing Environment? Explain the different bases of Market segmentation.
What are the various scopes of Consumer Behaviour? 1+4+5=10
3. Define Product and Marketing. Discuss the stages of Product planning and development. 3+7=10
4. What is Brand? Discuss the various stages of Product Life Cycle. 2+8=10
5. What do you mean by Discounts and Rebate? Discuss the different influencing factors of Price determination. 4+6=10
6. What are the different types of Distribution Channels that generally different organisations follow? How After Sales Service is important for an organisation? 5+5=10
7. What do you mean by Packaging and Promotion? What are the different methods of Promotion normally adopt by organisations for optimum promotion of their products? 4+6=10
8. Strike out the difference between Sales and Marketing. What are the qualities that required for becoming a successful sales person? 5+5=10

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[PART-A : Objective]

Choose the correct answer from the following :

1×20=20

1. In which stage of Product Life Cycle, the company takes decision whether to maintain, harvest or drop the product?

- a. Decline
 b. Growth
 c. Introduction
 d. Maturity

2. In business situation, what is the meaning of Personal selling?

- a. Inside selling
 b. Outside selling
 c. Corridor Selling
 d. Street Selling

3. Who proposed the concept of "Marketing Mix"?

- a. Henry Fayol
 b. Mc Karthy
 c. James Culliton
 d. Phillip Kotler

4. Distribution Channel aims at moving products from producer to whom?

- a. Ultimate consumer
 b. Brokers
 c. Retailer
 d. Stockists

5. What is the meaning of Brand?

- a. Naming the product
 b. Packaging the product
 c. Identifying and differentiating the product from others
 d. Content of the product

6. Which of the following is not a stage in the new Product Development?

- a. Screening
 b. Market segmentation
 c. Generation of ideas
 d. Commercialization

7. On which of the following concept the Marketing emphasises?

- a. Customer oriented products
 b. Sales orientation
 c. Value creation
 d. Production orientation

8. Which of the following is/ are the elements of Personal selling?

- a. Human behavior
b. Persuasiveness
c. Empathy
d. All of the above

9. Which one is the first "P" of Marketing Mix?

- a. Price
b. Place
c. Product
d. Promotion

10. A product is a bundle of _____ that a consumer buys.

- a. Features
b. Convenience
c. Satisfaction
d. Preferences

11. Which of the following is the factor of Pricing Decision?

- a. Economic conditions of nation
b. Competition
c. Trade traditions of industry
d. All of the above

12. Consumer behaviour consists of all human _____ that go into buying decisions of customer.

- a. Character
b. Values
c. Beliefs
d. Behaviour

13. Which of the following type of consumer goods that a customer usually purchases frequently, immediately and with minimum effort in comparison?

- a. Convenience product
b. Speciality product
c. Durable product
d. Non speciality product

14. In which of the following stage of Product Life Cycle the brand choice is heavily influenced by reference group?

- a. Maturity stage
b. Growth stage
c. Introduction stage
d. Decline stage

15. Which of the following is not a pricing objective?

- a. Market Penetration
b. Negotiation
c. Market share
d. Competition

16. Which of the following is a base of Green Marketing?

- a. Programme
b. Greenhouse gas reduction market
c. Capital flow
d. Product

17. Which of the following entity is marketed by marketer?

- a. Good
b. Experiences
c. Services
d. All of the above

18. "Better products, Better value, Better living" is the mission statement of which company?

- a. NIRMA
b. RENAULT
c. HUL
d. MARUTI

19. The buying process starts when the buyer recognizes a _____.

a. Product b. Advertisement of a product
 c. Problem and need d. Salesman of a company

20. In which of the following case, Advertising appears to be important?

a. Brand Image b. Information
 c. Highlighting specific features d. All of the above

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UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



Question Paper CUM Answer Sheet

[PART (A) : OBJECTIVE]

Serial no. of the main
Answer sheet

Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2016-17 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- The student shall write the answer in the box where it is provided.
- The student shall not overwrite / erase any answer and no mark shall be given for such act.
- Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Full Marks	Marks Obtained	Remarks
20		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature