

U.G. 4th Semester Examination - 2022**B.B.A.****[HONOURS]****Course Code : BBBACCHT401****Course Title: Marketing Management**

Full Marks : 40

Time : 2 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*1. Answer any **ten** questions of the following:

1×10=10

- a) Define the term 'Green Marketing'.
- b) What is the full form of SWOT?
- c) What is packaging?
- d) What are the 4 P's of Marketing?
- e) Define Promotion.
- f) What do you mean by a competitor?
- g) What do you mean by 'MKIS'?
- h) Give an example of single channel marketing.
- i) State any difference between sales and marketing.

- j) Mention two major forces of macro-environment in marketing.
- k) Mention two major factors which influence consumer behaviour.
- l) What do you mean by augmented product?
- m) Which one is called silent ambassador in marketing?
- n) Mention two problems in rural marketing.
- o) What do you mean by core competence?

2. Answer any **five** questions of the following:

2×5=10

- a) What do you mean by market research?
- b) Explain the term 'Service Marketing'.
- c) What do you understand by channel management?
- d) What are the objectives of sales promotion?
- e) What is Marketing Myopia?
- f) "It pays to advertise." – Explain in brief.
- g) What do you mean by 'repositioning'?
- h) "Product is a bundle of utilities." – Discuss in brief.

3. Answer any **two** questions of the following:

5×2=10

- a) Explain the various phases of a Product Life Cycle with proper example.
- b) Evaluate the role, scope, and importance of Marketing Information System.
- c) "Pricing seems to be the most significant part of marketing mix" – Explain in brief.

4. Answer any **one** question of the following:

10×1=10

- a) Explain the process of Segmentation, Targeting, and Positioning with proper examples. Classify each stage of Segmentation. 5+5
- b) Explain the process of marketing. 'Marketing strategies are the most important elements of a marketing process.' Explain. 5+5
- c) Write short notes on (any **two**) : 5×2=10
 - i) Rural Marketing
 - ii) Skim-the-cream pricing
 - iii) Customer satisfaction
