

B.B.A. (Part—II) Semester—IV Examination

BBA/402 : MARKETING MANAGEMENT

Time : Three Hours]

[Maximum Marks : 80

Note :—(1) ALL questions are compulsory.(2) There are *three* sections (A, B and C).

SECTION—A

Choose an appropriate option :

1. Micro marketing environment includes :

(A) Culture	(B) Politics	
(C) Economy	(D) All of these	1
2. Marketing process involves :

(A) Product	(B) Demand Flow	
(C) Human Needs	(D) All of these	1
3. Intangibility, perishability, inseparability and variability are the characteristics of :

(A) Product	(B) Service	
(C) Goods	(D) Both (A) and (B)	1
4. Who made the statement “marketing is a human activity directed at satisfying needs and wants through exchange process” ?

(A) Philip Kotler	(B) Hansi Lu C	
(C) Peter F Drucker	(D) D.S. Pauler	1
5. Marketing planning consists of :

(A) Product Positioning	(B) Market Segmentation	
(C) Distribution Network	(D) All of these	1
6. In marketing mix which four P’s are covered ?

(A) Product, Price, Place, Promotion		
(B) Product, Price, Penetration, Promotion		
(C) Product, Price, People, Policy		
(D) Product, Price, Positioning, Promotion		1
7. The first step in the market segmentation process is to :

(A) Position offer in the market	(B) Target the market	
(C) Segment the market	(D) Define the market	1

8. _____ is to evaluate each segment's attractiveness and select one or more of the market segments.
- (A) Market Segmentation (B) Market Targeting
(C) Market Positioning (D) Market Evaluation 1
9. Proper pricing is needed for :
- (A) Extra charges of extra services (B) Levy of VAT
(C) Good Customer Services (D) Service with extra facilities 1
10. A consumer buying behaviour is influenced by :
- (A) Cultural and Social factors (B) Personal factors
(C) Both (A) and (B) (D) None of the above 1
11. Prices are kept very high in which pricing policy ?
- (A) Skimming (B) Penetration
(C) Transfer (D) Absorption pricing 1
12. _____ is the study of how individual groups and organizations select, buy, use and dispose off goods, services, ideas or experience to satisfy their needs and wants.
- (A) Consumer Behaviour (B) Product Cycle
(C) Purchase Behaviour (D) None of above 1
13. Products include :
- (A) Idea (B) Services
(C) Place (D) All of these 1
14. New product development starts with which one of the following steps of New Product Development ?
- (A) Idea Screening (B) Idea Generation
(C) Test Marketing (D) Concept Testing 1
15. A brand can be a :
- (A) Product Mix (B) Product Feature
(C) Product Name (D) Product Utility 1
16. The product is a bundle of _____ that a consumer buys.
- (A) Features (B) Satisfaction
(C) Preference (D) Convenience 1

17. In which of the following stage of the product life cycle does profit peak ?
- | | | |
|------------------|----------------|---|
| (A) Introduction | (B) Growth | |
| (C) Maturity | (D) Saturation | 1 |
18. Direct marketing is :
- | | | |
|----------------|--|---|
| (A) Personal | | |
| (B) Impersonal | | 1 |
19. Digital marketing is similar to :
- | | | |
|----------------------|---------------------|---|
| (A) Online marketing | (B) Cold calling | |
| (C) Web designing | (D) Market forecast | 1 |
20. Online marketing is mostly useful for marketing of :
- | | | |
|--------------------|------------------|---|
| (A) Saving Account | (B) Credit Cards | |
| (C) Home Loans | (D) NRI Deposits | 1 |

SECTION—B

1. (A) Explain the term of Marketing Management. 4
- OR**
- (B) Explain the importance of Service Marketing. 4
2. (A) "Adequate plan helps in marketing." Justify the statement. 4
- OR**
- (B) Explain market targeting with example. 4
3. (A) What is role of culture in the buying behaviour of consumer ? 4
- OR**
- (B) Explain product pricing strategy. 4
4. (A) What do you mean by Industrial Goods ? 4
- OR**
- (B) Explain the features of Ideal Packaging. 4
5. (A) What are the factors considered while selecting the Promotion Mix ? 4
- OR**
- (B) Explain nature and scope of Direct Marketing. 4

SECTION—C

1. (A) Define marketing management. Explain its scope in today's business. 8
- OR**
- (B) Differentiate between micro and macro environment. 8
2. (A) State and explain the contents of marketing plan. 8
- OR**
- (B) How market segmentation affects the marketing activity ? 8
3. (A) What are the factors that influence the pricing decision ? 8
- OR**
- (B) State and explain characteristics of Indian consumer. 8
4. (A) How packaging affects sales promotion ? Explain with example. 8
- OR**
- (B) State the advantages and disadvantages of Branding. 8
5. (A) Explain the marketing communication process. 8
- OR**
- (B) What are the forms of direct marketing ? 8