REV-01
BBA/30/05

2025/05

SET A

BACHELOR OF BUSINESS ADMINISTRATION
SECOND SEMESTER
MARKETING MANAGEMENT
BBA – 201

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs. **Full Marks: 70**

Objective

Time: 30 min. **Marks: 20**

Choose the correct answer from the following: *1×20=20*

1. Which of the following statements best describes the importance of marketing to a business firm?
   a. It plays a crucial role in identifying market opportunities and fulfilling customer expectations.
   b. It ensures profitability by reducing the quality of goods.
   c. It helps in satisfying shareholders only.
   d. It focuses solely on logistics and warehousing.

2. Which element in the marketing mix involves decisions related to packaging, branding, and product variety?
   a. Price
   b. Promotion
   c. Place
   d. Product

3. Demographic segmentation divides the market based on variables such as:
   a. Climate and region
   b. Attitudes and beliefs
   c. Age, gender, income, education
   d. Purchase occasion and loyalty

4. A distribution channel consisting of a producer selling directly to consumers without involving intermediaries is known as:
   a. Indirect channel
   b. Multi-channel
   c. Exclusive distribution
   d. Direct channel

5. Which of the following is most suitable for distributing high-value, low-bulk goods urgently needed?
   a. Rail transport
   b. Ship transport
   c. Air transport
   d. Pipeline transport

6. Inventory control in physical distribution refers to:
   a. Reducing marketing expenses
   b. Managing and maintaining optimal stock levels
   c. Training employees in sales
   d. Conducting customer surveys

7. The choice of a distribution channel is affected by all of the following factors except:
   a. Product nature and perishability
   b. Skill level of employees
   c. Financial resources of the firm
   d. Target market location

8. Order processing is a key element of physical distribution. It involves:
   a. Sending sales staff to customers' homes
   b. Managing employee attendance
   c. Receiving, checking, and fulfilling customer orders
   d. Conducting marketing research

9. Which of the following is part of the macro environment in marketing?
   a. Suppliers
   b. Competitors
   c. Company departments
   d. Technological environment

10. A consumer who purchases a product out of emotional appeal rather than logical reasoning is most likely influenced by which type of buying motive?
   a. Rational motive
   b. Patronage motive
   c. Emotional motive
   d. Cultural motive

11. If a manufacturer wants maximum market coverage and places its product in as many outlets as possible, which type of distribution strategy is being used?
   a. Selective distribution
   b. Intensive distribution
   c. Exclusive distribution
   d. Vertical integration

12. Which of the following best describes a wholesaler?
   a. A person who buys products in small quantities for personal use
   b. A middleman who sells directly to consumers
   c. A business that buys in bulk from producers and sells in smaller quantities to retailers
   d. A logistics company

13. Which of the following is not a valid base for segmentation?
   a. Gender
   b. Product availability
   c. Personality
   d. Usage rate

14. Which of the following would be most useful for segmenting a market for high-end luxury watches?
   a. Age group
   b. Occupation
   c. Income and lifestyle
   d. Purchase occasion

15. Which of the following is not a stage of the product development process?
   a. After-sales service
   b. Prototyping
   c. Idea generation
   d. Initial design

16. The Product Life Cycle (PLC) refers to the progression of a product through distinct stages over time. What is the correct sequence of the stages?

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

17. A product can be classified based on which of the following?

a. Based on use
b. Based on Durability
c. Based on tangibility
d. All of these

18. BOGO is a common promotional strategy which companies often use to attract customers. What does BOGO refer to?

a. Buy One, Get One
b. Bring One, Get One
c. Buy Online, Go Offline
d. Bargain Offer, Guaranteed Outcome

19. You are packing a fancy gift, like a watch or jewellery. The box should feel strong and special. What kind of strong and premium box should you use?

a. Rigid boxes
b. Folding cartons
c. Blister packs
d. Corrugated packaging

20. Which of the following is a function of a salesman?

a. Making company laws
b. Selling and guiding buyers
c. Designing company logos
d. Writing newspaper articles

Descriptive

Time: 2 hr. 30 mins. Marks: 50

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

1. What is the marketing mix? Explain the four main elements of the marketing mix. Also, discuss how modern marketing is different from traditional marketing. 5+5=10

2. What is the 'Selling Concept' in marketing? Compare the selling concept with the marketing concept by highlighting at least four key differences. 2+8=10

3. What is meant by market segmentation? Explain any four major bases of market segmentation with suitable examples. 2+8=10

4. What is the role of a retailer in a distribution channel? Describe the different types of retailers and their importance in the distribution system. 2+8=10

5. What are distribution channels? Explain their role in marketing. Describe any four factors that affect the choice of a distribution channel. 5+5=10

6. "There are five main methods through which companies promote their products and services." Discuss all the methods. 2*5=10

7. What is Product packaging? Explain the three levels of product packaging with examples. 1+9=10

8. What do you mean by discount? Give any four reasons for which businesses offer discount. Mention five key differences between discount and rebate. 1+4+5=10

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