

**BACHELOR OF BUSINESS ADMINISTRATION
SECOND SEMESTER
MARKETING MANAGEMENT
BBA-202**

Duration : 3 hrs.

Full Marks: 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Which among the following is not a variable of Psychographic segmentation?
 - a. Opinion
 - b. Values
 - c. Attitude
 - d. Religion
2. Consumers who shift from favoring one brand to another are known as _____.
 - a. Hard core loyals
 - b. Soft core loyals
 - c. Shifting loyals
 - d. Switchers
3. This definition of "Product is anything that can be offered to someone to satisfy a need or a want" was given by _____.
 - a. W. Alderson
 - b. William Stanton
 - c. Philip Kotler
 - d. None of the above
4. Books, sugar, pens, pencils, salt, matches, and detergents are example _____ products.
 - a. Convenience Products
 - b. Shopping Products
 - c. Specialty Products
 - d. Unsought
5. The process of creating and disseminating the brand name is known as _____.
 - a. Branding
 - b. Packing
 - c. Communication
 - d. Promotion
6. A _____ protects an original work of art, literature or music.
 - a. Trademark
 - b. Copyright
 - c. Patent
 - d. Brand name
7. Which among the following are the benefits of After Sales technique?
 - a. Higher customer satisfaction
 - b. Brand loyalty
 - c. Word-of-mouth-marketing
 - d. All of the above
8. The sales are at their peak in _____ stage of the product life cycle.
 - a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decline
9. Personal selling is a part of _____.
 - a. Promotion
 - b. Sales
 - c. Product development
 - d. Distribution

10. Sales promotion to customer is _____.
- | | |
|------------------------|----------------------------|
| a. An incentive to buy | b. A reason to delay sales |
| c. Extra benefit | d. All of the above |
11. The personal presentation by the firm's sales force for the purpose of making sales and building customer relationships is called:
- | | |
|---------------------|--------------------|
| a. Personal selling | b. Public Relation |
| c. Direct Marketing | d. Sales Promotion |
12. The inner urge that prompts a person to buy a product is known as _____.
- | | |
|------------------|----------------|
| a. Buying motive | b. Inspiration |
| c. Influence | d. Desire |
13. The fundamental function of the distribution channel is _____.
- | | |
|--|-----------------------------|
| a. To ensure right place at the right time | b. Launched in new market |
| c. To give product to intermediaries | d. To avoid market conflict |
14. Which of the following is the ultimate aim of marketing?
- | | |
|--|--------------------------|
| a. To provide more business to company | b. To do more production |
| c. To earn more profit | d. To recruit more staff |
15. Which of the following is the correct concept of Market share?
- | | |
|-------------------------------------|---|
| a. Company shares held by employees | b. Shares of business volume as compared to other companies |
| c. Company capital | d. None of the above |
16. Which of the following 4Ps of the marketing mix deals with channel coverage, locations, inventories or transport?
- | | |
|------------|--------------|
| a. Product | b. Price |
| c. Place | d. Promotion |
17. The use of intermediaries enables producers to make larger profits because intermediaries _____.
- | | |
|---|---|
| a. Help to reduce the per -unit costs of goods | b. Enables producers to use direct distribution |
| c. Increase the number of retailer to producer contacts | d. All of the above |
18. The activity which covers selling services or goods to those who buy for business or resale _____.
- | | |
|--------------|----------------------|
| a. Retailing | b. Wholesaling |
| c. Logistic | d. None of the above |
19. The traditional view of marketing is that the firm makes something and then _____ it.
- | | |
|------------|---------------|
| a. Price | b. Sell |
| c. Service | d. Distribute |

20. A market survey is required _____

a. To decide marketing strategies
c. To decide pricing strategies

b. To decide product strategies
d. All of the above

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

- | | |
|---|----------|
| 1. What do you mean by market segmentation? Discuss the different bases of segmentation | 2+8=10 |
| 2. What is promotion? Discuss the different types of promotion. | 4+6=10 |
| 3. What is a product? Differentiate between a tangible and an intangible product. Discuss the different stages of product life cycle. | 2+2+6=10 |
| 4. What is packaging? Discuss the role of packaging in marketing. | 2+8=10 |
| 5. Write short note on:
a) Branding
b) Pricing as a marketing tool | 5+5=10 |
| 6. What do you mean by Marketing? Discuss the elements of Marketing Mix with suitable example. | 2+8=10 |
| 7. What do you mean by Distribution channel? Explain the different distribution channels with their function. | 2+8=10 |
| 8. Strike out the difference between Selling and Marketing. Discuss various scopes of marketing from economic point of view. | 5
5 |

= = *** = =