

**BACHELOR OF BUSINESS ADMINISTRATION  
SECOND SEMESTER [SPECIAL REPEAT]  
MARKETING MANAGEMENT  
BBA – 202**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

**(Objective)**

Marks: 20

1 × 20 = 20

*Choose the correct answer from the following:*

- Which of the following is NOT an element of the marketing mix?
  - Distribution
  - Product
  - Target marketing
  - Pricing
- Which among the following is not a objective of marketing?
  - Building Organizational Goodwill
  - Create Demand
  - Enhance Product Quality
  - None of the above
- Segmentation is the process of:
  - Dividing the market into homogenous groups
  - Selecting one group of consumers among several other groups
  - Creating a unique space in the minds of the target consumer
  - None of these
- Identify the Psychographic segmentation variable
  - Attitude
  - Income
  - Location
  - Gender
- Consumers who show no loyalty to any brand are known as
  - Soft core loyals
  - Hard core loyals
  - Switchers
  - Shifting loyals
- The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.
  - Markets
  - Sells
  - Prices
  - Services
- Sugar and Salt is a type of \_\_\_\_\_ product.
  - Shopping
  - Unsought
  - Convenience
  - Ordinary
- The first stage of new product development is
  - Screening
  - Idea generation
  - Commercialization
  - Quality Check
- If you have made an invention, for legal protection you will go for
  - Trade mark
  - Patent
  - Copy right
  - License

10. \_\_\_\_\_ are musical messages written around a brand.
- |            |              |
|------------|--------------|
| a. Logos   | b. Jingles   |
| c. Symbols | d. Tag Lines |
11. Home Delivery is a part of
- |                        |                     |
|------------------------|---------------------|
| a. After Sales Service | b. Marketing        |
| c. Sales Promotion     | d. All of the above |
12. All marketing strategy is built on STP segmentation, targeting, and \_\_\_\_\_.
- |                |            |
|----------------|------------|
| a. Positioning | b. Process |
| c. Programming | d. Pricing |
13. Sales are lowest during \_\_\_\_\_ stage of PLC
- |                 |             |
|-----------------|-------------|
| a. Introduction | b. Maturity |
| c. Growth       | d. Decline  |
14. 'Quality' Distributors buys electrical equipment and supplies from ABC Electric and sells them to local electrical contractors. 'Quality' Distributors is an example of an
- |               |                 |
|---------------|-----------------|
| a. Retailer   | b. Agent        |
| c. Wholesaler | d. Manufacturer |
15. Reduction offered by a seller is called \_\_\_\_\_.
- |             |                      |
|-------------|----------------------|
| a. Discount | b. Rebate            |
| c. Cut Off  | d. None of the above |
16. Demographic segmentation refers to.
- |                                                            |                                                         |
|------------------------------------------------------------|---------------------------------------------------------|
| a. The description of the people and the place in society. | b. The description of the people's purchasing behaviour |
| c. The location where people live                          | d. Geographic regions                                   |
17. What exactly does promotion in marketing mean?
- |                                                                                                   |                                                                        |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| a. A type of communication method through which people can make a purchase of a company's product | b. For the promotion purpose only                                      |
| c. Transfer from a particular place to the chosen place.                                          | d. When there is an advancement from a lower level to the higher level |
18. In selling concept, maximization of profit of the firm is done through \_\_\_\_\_.
- |                 |                          |
|-----------------|--------------------------|
| a. Sales volume | b. Increasing production |
| c. Quality      | d. Services              |
19. Sales promotion to customer is \_\_\_\_\_.
- |                        |                     |
|------------------------|---------------------|
| a. An incentive to buy | b. Extra benefit    |
| c. A reason to delay   | d. All of the above |
20. \_\_\_\_\_ is the next stage of market segmentation.
- |                     |                |
|---------------------|----------------|
| a. Market targeting | b. Positioning |
| c. MIS              | d. Marketing   |

**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. What is marketing? Write a note on 4P's of marketing. 4+6=10
2. How is a market segmented? Differentiate between selling and marketing. 6+4=10
3. What is consumer behavior? Discuss the significance of consumer behavior in marketing. 4+6=10
4. Discuss the role and significance of packaging in marketing. 10
5. What are the different types of distribution channels? Discuss the factors that affect selection of the channel. 5+5=10
6. What is a brand name and what are its types? Discuss the features of a good brand name. 5+5=10
7. Discuss the different types of promotion with examples. 10
8. Write short notes on: 5+5=10
  - a) Product life cycle
  - b) Channels of Distribution

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