

REV-01  
BBA/05/10

2023/06

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

**SET  
A**

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

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

**(Objective)**

*Choose the correct answer from the following:*

*1 × 20 = 20*

1. Requirement without which one cannot survive is known as
  - a. Demand
  - b. Need
  - c. Want
  - d. All of these
2. A market consists of all the potential customers sharing a particular
  - a. Need
  - b. Want
  - c. Both a and b
  - d. Taste
3. Marketing is the management process which identifies, anticipates, and supplies customer requirements
  - a. Efficiently
  - b. Profitably
  - c. Both a and b
  - d. Separately
4. The components of the product include
  - a. associated features
  - b. logo
  - c. Label
  - d. All of these
5. ....is the part and parcel of a package
  - a. Product
  - b. Label
  - c. logo
  - d. All of these
6. Consumer behaviour is the study of behaviour that consumers display in
  - a. searching for a product
  - b. Purchasing a product
  - c. Disposing of product
  - d. All of these
7. Personal factors include
  - a. Attitude
  - b. culture
  - c. Age
  - d. None of these
8. The consumer behavior undergoes a change over a period of time depending upon changes in
  - a. Age
  - b. Education
  - c. Income
  - d. All of these
9. Channels of distribution mainly are of
  - a. 2 types
  - b. 3 types
  - c. 5 types
  - d. All of these

10. ....is the only marketing mix that produces revenue  
 a. Price  
 b. Product  
 c. Place  
 d. None of these
11. Internal factor influencing pricing decisions are  
 a. Competition  
 b. Costs  
 c. Government  
 d. All of these
12. ....is the ongoing process of identifying and articulating market requirements that define a product's feature set.  
 a. Promotion  
 b. Product planning  
 c. Targeting  
 d. Marketing
13. ....is the act of designing and creating the container and wrapper for the product.  
 a. Packaging  
 b. Labelling  
 c. Storing  
 d. All of these
14. ....is a part of brand which is given legal protection  
 a. logo  
 b. Features  
 c. Trade mark  
 d. label
15. Every product has to start with  
 a. Research  
 b. An idea  
 c. Testing  
 d. None of these
16. The sources for new product ideas are  
 a. competitors  
 b. employees  
 c. trade channels  
 d. All of these
17. NBC chimes, federal registration # 0916522 is an example of  
 a. Brand mark  
 b. Product  
 c. Both a and d  
 d. Trade mark
18. Markets are  
 a. Homogenous  
 b. Heterogenous  
 c. Both a and b  
 d. None of these
19. Bases for segmentation are  
 a. Demographic  
 b. Geographic  
 c. Psychographic  
 d. All of these
20. Promotion on a person-to-person basis is known as  
 a. Advertising  
 b. Loss leader pricing  
 c. Personal selling  
 d. None of these

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**(Descriptive)**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|--|--------|
| 1. What do you mean by Marketing? Discuss the Holistic marketing concept.              | 2+8=10 |
| 2. Explain Marketing Mix. Distinguish between Marketing and Selling.                   | 5+5=10 |
| 3. What is consumer behaviour? Discuss the scopes of consumer behaviour.               | 2+8=10 |
| 4. Elaborate the internal and external factors that influence pricing.                 | 10     |
| 5. Define Channel of distribution. Write down the functions of Channel of distribution | 5+5=10 |
| 6. Explain the Promotion mix.  | 10     |
| 7. Discuss the stages of New Product development.                                      | 10     |
| 8. Write down the features of a product. Discuss the Product Life cycle.               | 5+5=10 |

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