

**BACHELOR OF BUSINESS ADMINISTRATION
SECOND SEMESTER
MARKETING MANAGEMENT
BBA – 201**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Warranty is a part of
 - a. After Sales Service
 - b. Marketing
 - c. Sales Promotion
 - d. All of the above
2. All marketing strategy is built on STP segmentation, targeting, and _____.
 - a. Positioning
 - b. Process
 - c. Programming
 - d. Pricing
3. Sales are highest during _____ stage of PLC.
 - a. Introduction
 - b. Maturity
 - c. Growth
 - d. Decline
4. '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
5. _____ generally refers to a price reduction.
 - a. Discount
 - b. Rebate
 - c. Cut Off
 - d. None of the above
6. "Sense and respond" is the philosophy of which concept?
 - a. Marketing Concept
 - b. Exchange Concept
 - c. Business Concept
 - d. Product Concept
7. 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
8. Which of the following is not an element of the marketing mix?
 - a. Promotion
 - b. Product
 - c. Target Market
 - d. Price

9. Sales promotion to customer is _____.
 - a. An incentive to buy
 - b. Extra benefit
 - c. A reason to delay
 - d. All of the above
10. The inner urge that prompts a person to buy a product is known as _____.
 - a. Buying motive
 - b. Inspiration
 - c. Desire
 - d. Influence
11. Marketing is meeting needs _____.
 - a. Systematically
 - b. Rationally
 - c. Marginally
 - d. Profitably
12. Which among the following is not a objective of marketing?
 - a. Building Organizational Goodwill
 - b. Create Demand
 - c. Enhance Product Quality
 - d. None of the above
13. Place in marketing mix is :
 - a. Customer's solution
 - b. Customer's Communication
 - c. Customer's Convenience
 - d. Customer's Cost
14. Identify the Psychographic segmentation variable
 - a. Attitude
 - b. Income
 - c. Location
 - d. Gender
15. Consumers who show no loyalty to any brand are known as
 - a. Soft core loyals
 - b. Hard core loyals
 - c. Switchers
 - d. Shifting loyals
16. "Product is anything that can be offered to someone to satisfy a need or a want." This definition of product is given by :
 - a. W. Alderson
 - b. Robertson
 - c. William Stanton
 - d. Philip Kotler
17. Medical Insurance is a type of _____ product.
 - a. Shopping
 - b. Unsought
 - c. Convenience
 - d. Ordinary
18. The last stage of new product development is
 - a. Screening
 - b. Idea generation
 - c. Commercialization
 - d. Quality Check
19. If you have composed a song, for legal protection you will go for
 - a. Trade mark
 - b. Patent
 - c. Copy right
 - d. License
20. _____ are musical messages written around a brand.
 - a. Logos
 - b. Jingles
 - c. Symbols
 - d. Tag Lines

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Explain the modern concept of marketing? Discuss the scope of marketing in light of its 4 P's. 4+6=10
2. Discuss the qualities of a good sales person. Differentiate between selling and marketing. 5+5=10
3. What is consumer behavior? Discuss the significance of consumer behavior in marketing. 4+6=10
4. What is packaging? Discuss the role of packaging in marketing. 2+8=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. What is promotion? What are its different types? 4+6=10
8. Write short notes on (*any two*) 5+5=10
 - a) Product life cycle
 - b) Marketing Environment
 - c) Types of market segmentation

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