

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

**SET
C**

[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. Market segmentation is useful for
 - a. Prospect identification
 - b. To know consumer taste and preferences
 - c. To target current clients
 - d. All the above
2. Which of the following is a key to build lasting relationships with consumers?
 - a. Price of the product
 - b. Need recognition
 - c. Customer satisfaction
 - d. Quality of the product
3. Transporting and sorting goods is a part of which of the following marketing channel functions?
 - a. Inventory channel
 - b. Direct marketing channel
 - c. Physical distribution channel
 - d. Warehousing channel
4. After concept testing, a firm would engage in for developing and marketing a new product.
 - a. Marketing strategy development stage
 - b. Business Analysis stage
 - c. Product development stage
 - d. Test marketing stage
5. If the company's sales are slow down and profits level off, at which stage the company has reached?
 - a. Introduction
 - b. Decline
 - c. Growth
 - d. Maturity
6. Which of the element is not an element of the marketing mix?
 - a. Distribution
 - b. Product
 - c. Target market
 - d. Pricing
7. is the father of modern marketing.
 - a. Abraham Maslow
 - b. Lester Wunderman
 - c. Peter Drucker
 - d. Philip Kotler
8. Marketing is a process which aims at
 - a. Production
 - b. Profit making
 - c. Satisfaction of the customer needs
 - d. Selling product

9. involves transfer of ownership of the goods.
 - a. Selling
 - b. Assembling
 - c. Buying
 - d. Assembling & buying
10. Which of the following refers to marketing channel?
 - a. Integrated Marketing Communication
 - b. Distribution
 - c. Marketing myopia
 - d. Retailing
11. The essential criterion for effective segmentation is
 - a. Homogeneity
 - b. Measurability
 - c. Profitability
 - d. All of these
12. Social class is an element of..... factor.
 - a. Social
 - b. Cultural
 - c. Personal
 - d. Economic
13. Which of the following is not an element of demographic segmentation?
 - a. Family size
 - b. Population density
 - c. Income
 - d. Religion
14. Warehousing creates..... utility.
 - a. Product utility
 - b. Place utility
 - c. Time utility
 - d. Customer utility
15. is not a function of wholesaler.
 - a. Warehousing
 - b. Transporting
 - c. Risk bearing
 - d. None of these
16. A firm has decided to localize its products and services to meet local market demands. Which one of the following approaches is a good approach for segmentation?
 - a. Geographic
 - b. Demographic
 - c. Psychographics
 - d. Behavioural
17. makes a service different from a product.
 - a. Pricing
 - b. Intangibility
 - c. Ubiquity
 - d. Liquidity
18. Branding is a function of
 - a. Research
 - b. Exchange
 - c. Physical supply
 - d. Facilitating
19. The market in which goods are bought and sold in bulk quantities.
 - a. Wholesale market
 - b. Retail market
 - c. World market
 - d. None of these
20. Marketing environment is
 - a. Largely uncontrollable
 - b. Changing fast
 - c. Influencing market decisions
 - d. All 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. Explain the evolution of the marketing concepts. | 10 |
| 2. Differentiate between marketing and selling. | 10 |
| 3. Explain the marketing mix of both products and services. | 10 |
| 4. What is market segmentation? Discuss the bases for market segmentation. | 2+8=10 |
| 5. Explain the Product Life Cycle with a diagram. | 7+3=10 |
| 6. a) Discuss five advantages of packaging.
b) Explain five factors affecting the price of a product. | 5+5=10 |
| 7. Discuss the factors affecting the choice of distribution channels. | 10 |
| 8. What is advertising? Give two merits and demerits of advertising. | 5+5=10 |

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