



UNIVERSITY OF NORTH BENGAL

BBA 3rd Semester Examination, 2019

MARKETING MANAGEMENT

COURSE-301

Time Allotted: 3 Hours

Full Marks: 100

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.*

GROUP-A

Answer any eight questions from the following

5×8 = 40

- | | | |
|-----|--|---|
| 1. | State the objectives of Marketing Management. | 5 |
| 2. | Briefly explain the Product Concept. | 5 |
| 3. | Discuss briefly the major factors influencing the buying behaviour of consumers. | 5 |
| 4. | Define Product. What are the different product levels? | 5 |
| 5. | Distinguish between Advertising and Sales Promotion. | 5 |
| 6. | What do you mean by Relationship Marketing? | 5 |
| 7. | Briefly explain the Market Penetration Strategy. | 5 |
| 8. | What are the functions of distribution channel intermediaries? | 5 |
| 9. | Discuss briefly the macro and micro environmental factors in marketing. | 5 |
| 10. | What is meant by Market Positioning? | 5 |
| 11. | List the various stages of a new Product development. | 5 |
| 12. | What is Marketing Mix? What are its components? | 5 |

GROUP-B

Answer any *five* questions from the following

12×5 = 60

- | | | |
|-----|--|-------|
| 13. | Define Marketing. Discuss the scope and importance of Marketing. | 2+5+5 |
| 14. | What do you mean by Market Segmentation? Discuss with examples the different bases of Segmenting Market. | 2+10 |
| 15. | Explain the steps involved in developing effective communication. | 12 |
| 16. | “Marketing Research is vital for the evaluation of a Sound Marketing Strategy”—
Explain. | 12 |
| 17. | Explain the various stages of a Product Life Cycle along with the strategies to be adopted at every stage. | 12 |
| 18. | What are the different factors affecting the decisions of marketing managers regarding the selection of distribution channels? | 12 |
| 19. | Define Sales Promotion. Discuss the various tools and techniques used by marketers to promote Sales. | 2+10 |
| 20. | Explain the factors affecting price determination of products and services. Distinguish between discount and rebate. | 8+4 |

—X—