

**2020****B.B.A.****[HONOURS]****(Marketing Management)****Paper : BBA-2.2**

Full Marks : 80

Time : 4 Hours

*The figures in the right-hand margin indicate marks.**Candidates are required to give their answers in their own words as far as practicable.*Answer **Q.No.1** and any **five** from the rest.

1. Answer any **ten** questions:  $2 \times 10 = 20$
- Explain in brief the concept of Societal Marketing.
  - What is 'skim-the-cream' pricing?
  - What are the distinguishing features of 'service'?
  - What is "marketing myopia"?
  - What do you mean by zero-level channel?
  - What do you mean by product life cycle?
  - What do you mean by product positioning?
  - What is product mix?

- What is Psychological Pricing?
  - What do you mean by geographic segmentation?
  - What is B2B selling?
  - What do you mean by marketing mix?
  - What is core competence?
  - Define Marketing Research.
  - Mention two merits of branding.
2. Discuss the different stages of PLC and consider the appropriate marketing strategies stagewise. 12
3. a) Discuss the steps in developing effective communication in marketing.  
b) What is communication feedback? 10+2=12
4. Discuss in detail about 7P's of marketing. What are the factors that help to establish packaging as a promotional tool? 8+4=12
5. What do you mean by B2B, B2C, C2B and C2C business domain?— Explain. State the steps to be followed in Marketing research process. 8+4=12

*[Turn over]*

6. Write short notes on any **two** of the following:

6+6=12

- a) Direct Marketing
- b) Penetration Pricing
- c) Global Marketing

7. Briefly discuss the steps of new product development with suitable diagram. 10+2

8. What are the steps to be followed while designing a channel system? What are the factors to be considered to manage market logistics? 7+5

9. a) Discuss the importance of Branding.  
b) "Benchmarking is a useful tool for building competitive advantage." – Discuss.

6+6

10. a) "Advertisement is telling and selling." Do you agree? Justify the statement.

- b) What do you mean by Retail Chain? 8+4

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