

**U.G. 4th Semester Examination - 2021****B.B.A.****Course Code : BBBACCHT401****Course Title: Marketing Management**

Full Marks : 40

Time : 2 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.*1. Answer any **ten** questions of the following:

1×10=10

- a) What is Meta market?
- b) What is retailing?
- c) What do you mean by marketing?
- d) What is B2C sales?
- e) What is going rate pricing?
- f) Define brand.
- g) What is 2 level distribution channel?
- h) Define customer loyalty.

- i) What do you mean by product?
- j) What do you mean by Green Marketing?
- k) Give one example of umbrella brand.
- l) Which marketing concept considers company profits? The consumer want satisfaction and public interest.
- m) What do you mean by augmented product?
- n) Which marketing tool is regarded as "Silent Salesman"?
- o) What do you mean by market positioning?

2. Answer any **five** questions of the following:

2×5=10

- a) What is marketing myopia?
- b) Differentiate between a customer and consumer.
- c) What do you understand by SWOT analysis?
- d) Give a detail diagrammatic representation of new product development.
- e) Mention four major tools of promotion.
- f) What do you mean by Brand Equity?
- g) What is labeling?
- h) What do you mean by relationship marketing?

3. Answer any **two** questions of the following:

5×2=10

- a) Write a brief note on product mix.
- b) Narrate about the various components of modern Marketing Information System.
- c) Discuss the objectives of personal selling.

4. Answer any **one** question of the following:

10×1=10

- a) Write a note on the process of marketing research system with suitable diagram. What do you mean by PLC? 5+5
- b) Write short notes (any **two**): 5×2=10
  - i) Consumer decision making process
  - ii) Marketing vs selling
  - iii) Scope of marketing.
- c) Discuss the Consumer Buying Decision process. 10

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