

B.B.A. Part-II (Semester—IV) (Old) Examination
MARKETING MANAGEMENT
Paper—BBA/402

Time : Three Hours]

[Maximum Marks : 80]

Note :—(1) ALL questions are compulsory.

(2) There are three Sections (A, B and C).

SECTION—A

1. In the history of marketing, when did the production period end ?
 - (a) In the late 1800s
 - (b) In the early 1900s
 - (c) In the 1920s
 - (d) After the end of Second World War
 2. Which one is not a part of the 4 Ps ?
 - (a) Product
 - (b) People
 - (c) Price
 - (d) Place
 3. _____ is the key term in AMA's definition of marketing.
 - (a) Sales
 - (b) Promotion
 - (c) Value
 - (d) Profit
 4. _____ is not element of people.
 - (a) Motivation
 - (b) Team work
 - (c) Flow of activities
 - (d) Customer training
 5. A marketing plan does not have to be :
 - (a) Simple
 - (b) Complex
 - (c) Lengthy
 - (d) Both (b) and (c)
 6. Analyzing the current situation includes :
 - (a) Marketing Audit
 - (b) SWOT Analysis
 - (c) Marketing Assumption
 - (d) All of these
 7. Goal setting includes :
 - (a) Mission
 - (b) Corporate objectives
 - (c) Both (a) and (b)
 - (d) Marketing audit

8. Which of the following is not a force in the Porter five forces model ?
(a) Buyers (b) Suppliers
(c) Industry rivalry (d) Complementary products
9. If performance meets consumer expectations, the consumer is :
(a) Satisfied (b) Dissatisfied
(c) Delighted (d) Happy
10. CDM stands for :
(a) Consumer Development Model (b) Consumer Decision Mix
(c) Consumer Decision Marketing (d) Consumer Development Matrix
11. Second stage in the consumer decision making model is :
(a) Need (b) Information search
(c) Evaluation of alternatives (d) Purchase
12. What is the pricing method that focuses on eliminating non-value-added costs ?
(a) Predatory pricing (b) Skimming pricing
(c) Penetration pricing (d) Target costing
13. In production management, at every level some _____ is added to the previous level.
(a) Income (b) Profit
(c) Loss (d) Value
14. _____ is one of the most important factor, required for production activities.
(a) Money (b) Man-power
(c) Time (d) Customer
15. Production Manager must have _____ on wastages.
(a) Notice (b) Choice
(c) Control (d) Plan
16. The product design should be as per the customer's :
(a) Price (b) Requirements
(c) Desires (d) Quality
17. _____ doesn't fall under the category of Digital Marketing.
(a) T.V. (b) Billboard
(c) Radio (d) All of the above

18. How many types of pillars do we have in Digital Marketing ?

- | | |
|-------|-------|
| (a) 1 | (b) 2 |
| (c) 3 | (d) 4 |

19. Which of the following is involved in the Digital Marketing process ?

- | | |
|----------------|------------------------|
| (a) RSA | (b) Voice Broadcasting |
| (c) Podcasting | (d) All of the above |

20. Which of the following is not specifically required by the search engines ?

- | | |
|--------------------------|----------------------|
| (a) Poor user experience | (b) Keyword stuffing |
| (c) Buying links | (d) All of the above |

$20 \times 1 = 20$

SECTION—B

1. (a) Explain the Marketing Management.

OR

(b) Give the different organisations for marketing.

4

2. (a) Explain the benefits of market segmentation.

OR

(b) Explain the scope of marketing planning.

4

3. (a) What are the nature of consumer behaviour ?

OR

(b) Discuss the personal factors which influence the consumer behaviour.

4

4. (a) What do you mean by industrial goods ?

OR

(b) Give the significance of Branding.

4

5. (a) What are the factors considered while selecting the promotion mix ?

OR

(b) Explain scope of Direct Marketing.

4

SECTION—C

1. (a) Define Marketing Management. Explain its scope in today's business.

OR

(b) Explain marketing services. Discuss the characteristics of it with suitable example.

8

2. (a) Explain the market organization size and structure.

OR

(b) Explain the techniques and process of marketing research. 8

3. (a) State and explain characteristics of Indian Consumer.

OR

(b) Explain the concept of consumer behaviour, which are the determinants of consumer behaviour. 8

4. (a) State the advantages and disadvantages of Branding.

OR

(b) How packaging affects sales promotion ? Explain with example. 8

5. (a) Define the forms of Direct Marketing.

OR

(b) Explain the growth strategies of online marketing and online advertising. 8