

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) TV. (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 20×1=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.

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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