



# BRAINWARE UNIVERSITY

Course – BBA

Marketing Management (BBA402)

(Semester – 4)

**Time allotted: 3 Hours**

**Full Marks: 70**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

## Group –A

(Multiple Choice Type Question)

10 x 1 = 10

1. *Choose the correct alternative from the following*
  - (i) “Many people want BMW, only few are able to buy” this is an example of
    - a. Need
    - b. Want
    - c. Demand
    - d. Status
  - (ii) Which of the following is not an element of the marketing mix?
    - a. Place
    - b. Promotion
    - c. Production
    - d. Price
  - (iii) SBU stands for
    - a. Simple Business Unit
    - b. Strategic Business Unity
    - c. Strategic Business Unit
    - d. Simple Business Unity
  - (iv) Customer need identification was first considered in the..... concept.
    - a. Selling
    - b. Marketing
    - c. Societal Marketing
    - d. Production
  - (v) When marketers study the consumer environment, they would look at all of the following except:
    - a. demographic trends
    - b. personal and group influences
    - c. knowledge, attitudes, and motivations
    - d. They would look at all of the above
  - (vi) Which of these can represent a brand?
    - a. Logo
    - b. Colour of the Package
    - c. Signature Tune
    - d. All of these
  - (vii) Which of the following is not a variable used for segmenting consumer markets?

- a. Ethnographic
  - b. Demographic
  - c. Psychographic
  - d. Geographic
- (viii) \_\_\_\_ occurs when an organization chooses to market and sell the same product and service to all consumers.
- a. Niche marketing
  - b. Market aggregation
  - c. Mass market customization
  - d. Target marketing
- (ix) Which of the following cannot be viewed as a brand?
- a. Firms
  - b. Institutions
  - c. People
  - d. All of them can be viewed
- (x) The four elements of the marketing mix are:
- a. product, price, place, and prestige
  - b. price, position, place, and promotion
  - c. place, product, price, and promotion
  - d. promotion, place, prestige, and product

### Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- 2. Describe the concept of marketing mix. [5]
- 3. Write a short note on BCG matrix. [5]
- 4. Differentiate between marketing and selling. [5]
- 5. Write a short note on Porter's Five Force Model. [5]
- 6. Middleman and their functions form an essential aspect of Marketing Channels. Discuss with suitable examples. [5]

### Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- 7. Explain the concept of GE Nine Cell Matrix and discuss why it is better than BCG matrix? [15]
- 8. Describe the steps involved in New Product Development Process. [15]
- 9. (a) What is the importance of PLC? Explain. [5]

- (b) Discuss marketing strategies adopted by marketers at various stages of PLC. [10]
10. (a) What are the major components of the marketing environment of a firm? [7]
- (b) Comment on five such major components and their impact on an automobile company in India in the today's context. [8]
11. Do you think distribution channel is an important element to influence consumer's purchasing decision? Explain with the help of the case World of Titan. [15]

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