



BRAINWARE UNIVERSITY

Term End Examination 2018 - 19

Programme – Bachelor of Business Administration

Course Name - Marketing Management

Course Code - 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) Which one of the following factor relates to family as an influencer of consumer behaviour
 - a. Cultural
 - b. Social
 - c. Personal
 - d. Business
 - (ii) The process of dividing a total market into market groups so that persons within each group have relatively similar product needs is called
 - a. Diversification
 - b. Differentiating
 - c. Segmenting
 - d. Target marketing
 - (iii) What is the last stage of the consumer decision making process
 - a. Problem recognition
 - b. Purchase
 - c. Alternative evaluation
 - d. Post Purchase behaviour
 - (iv) Buying goods and services for further processing or for use in the production process refers to which of the following markets?
 - a. Consumer Markets
 - b. Government Markets
 - c. Business Markets
 - d. International Markets
 - (v) Which one of the following is a key to build lasting relationship with consumers?
 - a. Price of the product
 - b. Need recognition
 - c. Customer satisfaction
 - d. Quality of product
 - (vi) Luxury products, such as Rolex watches, are also known as
 - a. Shopping Product
 - b. Convenience Product
 - c. Emergency Product
 - d. Speciality Product

- (vii) The extended Ps of service marketing mix is
- | | |
|---------------------------------------|--|
| a. People, Product, Place | b. Price, Physical Evidence, Promotion |
| c. Physical Evidence, Process, People | d. Product, Process, Physical Evidence |
- (viii) Bread and Milk are which kind of products?
- | | |
|-----------------------|------------------------|
| a. Speciality product | b. Convenience product |
| c. Shopping product | d. Unsought product |
- (ix) Which of the following involves designing and manufacturing the container or wrapper for a product
- | | |
|--------------|-----------------|
| a. Packaging | b. Labelling |
| c. Branding | d. Product line |
- (x) Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that address the question, “What is the buyer really buying?”
- | | |
|-------------------|----------------------|
| a. Actual product | b. Augmented Product |
| c. Co-branding | d. Core Benefit |

Group – B

(Short Answer Type Questions)

3 x 5 = 15

Answer any *three* from the following

- | | |
|--|---|
| 2. “Marketing starts with the consumer and ends with the consumer”. Explain the statement? | 5 |
| 3. What is 0-level Consumer Marketing Channel with examples. | 5 |
| 4. “If you don’t understand the consumer, you are dead”. In this light explain the importance of studying consumer | 5 |
| 5. What do you understand by co-branding? Illustrate with two examples. | 5 |
| 6. Discuss (with examples) what do you understand by shopping and speciality goods. | 5 |

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

- | | |
|---|-----|
| 7. (a) Explain the concept of 4Ps and their significance to the marketing manager. | 8 |
| (b) Discuss the steps in new product development. | 7 |
| 8. (a) List the factors that can affect Marketing Environment. Explain in brief any two factors affecting Micro Environment of a Company. | 5+5 |
| (b) Categorize the types of Consumer Buying Behaviour? | 5 |

9. (a) A company has a factory situated in North with its Head Office in Mumbai. 10
The Management has received the following summary report on the operation
for a period:
- Fixed Expenses: ₹ 5,00,000
- Variable Expenses: ₹ 10/unit
- Selling Prices: ₹ 20/unit
- If the selling price is reduced to ₹18 per unit, what will be the new break-even sales?
- (b) Write a short note on Porter's Five Forces Model. 5
10. (a) What are the different pricing policies that the marketers can take help of? 5
Explain each briefly.
- (b) Describe the bases for consumer market segmentation. 5
- (c) What do you mean by Green Marketing? State its significance. 5
11. (a) Jova industries intend to launch their new range of soft drinks in Indian Market. 7+3
As a marketing manager, which steps you would like to take to launch this
product? Make necessary assumptions to justify your answer. Also elaborate
your strategy on test marketing.
- (b) What is the significance of packaging and labelling in today's market. 5
