



BRAINWARE UNIVERSITY

Term End Examination 2024-2025
Programme – B.Com.(AFB)-Hons-2022
Course Name – Marketing Management
Course Code - BCMC501
(Semester V)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[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)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) List the component of the marketing mix that deals with setting the selling price for a product.
 - a) Promotion
 - b) Product
 - c) Place
 - d) Price
- (ii) Observe how the SWOT analysis, a tactical marketing strategy, is utilized to _____.
 - a) Analyze a company's strengths and weaknesses.
 - b) Identify opportunities and threats in the external environment
 - c) Determine the pricing strategy for a product
 - d) Assess the market share of a company's competitors
- (iii) Recognize that the following is not a typical basis for market segmentation.
 - a) Demographic.
 - b) Geographic
 - c) Psychographic
 - d) Profitability
- (iv) Recall the term that describes the practice of adjusting marketing initiatives to a certain consumer.
 - a) Mass marketing.
 - b) Undifferentiated marketing
 - c) Target marketing
 - d) Diversified marketing
- (v) Identify the positioning approach that emphasizes projecting a distinctive and upscale image onto a product.
 - a) Cost leadership.
 - b) Differentiation
 - c) Niche marketing
 - d) Market penetration
- (vi) Describe a marketing channel's main objective.
 - a) Maximizing production efficiency.
 - b) Minimizing distribution costs

- c) Adding value to products or services d) Reducing competition among intermediaries
- (vii) Identify which factor includes inflation, unemployment, and economic growth affects the state of the economy overall.
- a) Microeconomic factors. b) Macroeconomic factors
c) Market demand d) Market competition
- (viii) Describe the objective of a SWOT analysis in the context of the marketing environment.
- a) To assess the internal strengths and weaknesses of a company. b) To analyze the competitive landscape
c) To identify opportunities and threats in the external environment d) To set pricing strategies
- (ix) Show which cultural factor influences consumer buying behaviour by identifying a person's core values and beliefs.
- a) Subculture. b) Social class
c) Culture d) Reference groups
- (x) Select which factor refers to the impact of social status, family, and reference groups on consumer buying decisions.
- a) Cultural factors. b) Social factors
c) Psychological factors d) Economic factors
- (xi) Discuss the key difference between ultimate consumers and organizational buyers.
- a) Organizational buyers are individuals, while ultimate consumers are organizations. b) Organizational buyers purchase goods for resale, while ultimate consumers buy for personal use.
c) Organizational buyers are not influenced by marketing efforts. d) Organizational buyers always buy in small quantities.
- (xii) Explain the first stage in the product development process.
- a) Market research. b) Idea generation
c) Concept testing d) Commercialization
- (xiii) Determine the meaning of MVP in the context of product development.
- a) Most Valuable Product. b) Minimum Viable Product
c) Market Validation Plan d) Manufacturing Verification Process
- (xiv) Select the following distribution strategies, which involve limiting the number of intermediaries to maintain better control over the product and brand image.
- a) Intensive distribution. b) Selective distribution
c) Exclusive distribution d) Franchise distribution
- (xv) Select the two main components of sales promotion
- a) Trade promotion and consumer promotion b) marketing promotion and sales promotion.
c) Consumer promotion and marketing promotion. d) None.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe market segmentation in marketing. (3)
3. Describe how a company can analyze its macroenvironment. (3)
4. Discuss how consumers generally make decisions between different brands or products. (3)
5. Describe the main factors influencing business buying behavior. (3)
6. Explain the main function of a distribution channel in marketing management. (3)

OR

Examine the primary objective of promotion in marketing management.

(3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Identify the concept of market segmentation and how it supports efficient marketing administration. (5)
8. Identify the function of the macroenvironment in marketing management and the ways in which various exogenous variables impact a company's marketing tactics. (5)
9. Discuss, what are the key differences between consumer buying behavior and business buying behavior in the field of marketing management? (5)
10. Explain how companies can effectively manage channel conflict while fostering competition among their distribution partners in the context of marketing management, and what strategies can they employ to strike this balance (5)
11. Explain the key differences between P.R. and P.R. in marketing management and how they contribute to a company's overall promotional strategy. (5)
12. Explain, how do psychological factors influence marketing management decisions, and what role do they play in shaping consumer behavior and marketing strategies? (5)

OR

Examine what is the significance of value creation in marketing management, and how can businesses effectively create and deliver value to their customers? (5)
