



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(BA)-Hons-2024

Course Name – Marketing Management

Course Code - BBB20102

(Semester II)

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) Identify which of the following is NOT a part of the 4 P's of marketing mix.
 - a) Product
 - b) Price
 - c) People
 - d) Place
- (ii) When a company decides to offer discounts, special offers, or bundling deals, which element of the marketing mix is being adjusted?
 - a) Product
 - b) Price
 - c) Place
 - d) Promotion
- (iii) Select why is analyzing the micro environment important for a marketing manager.
 - a) It helps in understanding global economic trends
 - b) It allows the organization to control external factors effectively
 - c) It provides insights into specific factors that can directly influence the organization's strategies
 - d) It focuses solely on internal strengths and weaknesses
- (iv) Identify which industry commonly uses behavioral segmentation.
 - a) Fashion
 - b) Healthcare
 - c) Automobile
 - d) Fast food
- (v) Identify which of the following is an example of concentrated marketing.
 - a) Selling luxury cars to customers of all income levels
 - b) Selling organic food products to health-conscious individuals
 - c) Selling fast food to people of all age groups
 - d) Selling office supplies to businesses and individual consumers

- (vi) Select the correct option. How does market positioning influence consumer behavior?
- a) By increasing prices
 - b) By creating brand loyalty and influencing purchasing decisions
 - c) By ignoring competitors' strategies
 - d) By reducing advertising efforts
- (vii) Interpret the Routine Decision Making in consumer behavior.
- a) Making impulsive buying decisions
 - b) Purchasing products frequently without much thought
 - c) Making decisions after careful consideration and evaluation
 - d) Avoiding all purchasing decisions
- (viii) Identify the first stage in the consumer decision-making process.
- a) Problem recognition
 - b) Purchase decision
 - c) Information search
 - d) Post-purchase evaluation
- (ix) Identify which stage involves considering various options and comparing their features and benefits:
- a) Evaluation of alternatives
 - b) Purchase decision
 - c) Problem recognition
 - d) Post-purchase evaluation
- (x) Identify which stage involves evaluating the alternatives and making a choice.
- a) Evaluation of alternatives
 - b) Problem recognition
 - c) Post-purchase evaluation
 - d) Purchase decision
- (xi) Identify what pricing method involves pricing a product at a high initial price and gradually lowering it.
- a) Penetration pricing
 - b) Cost-plus pricing
 - c) Dynamic pricing
 - d) Skimming pricing
- (xii) Identify the primary objective of a cost-oriented pricing approach.
- a) Maximize profits
 - b) Match competitor's prices
 - c) Cover production costs
 - d) Capture market share
- (xiii) Identify the main focus of a penetration pricing strategy.
- a) Maximize short-term profits
 - b) Attract price-sensitive customers
 - c) Set high initial prices
 - d) Compete with existing competitors
- (xiv) Indicate which promotion mix element uses personal communication to build trust and rapport with potential customers.
- a) Direct marketing
 - b) Advertising
 - c) Sales promotion
 - d) Personal selling
- (xv) Indicate which promotion mix element often uses discounts, coupons, and product bundles to incentivize purchases.
- a) Direct marketing
 - b) Sales promotion
 - c) Personal selling
 - d) Advertising

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. State the concept of Holistic marketing. (3)
- 3. State the impact of demographic and socio cultural environment on marketing management. (3)
- 4. Illustrate the impact of information search stage in consumer purchase decision. (3)
- 5. Explain the types of consumer products with examples. (3)
- 6. Illustrate the concept of bundle pricing with example. (3)

OR

Differentiate wholesaling and retailing. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe briefly the effect of socio cultural and technological environment in marketing. (5)
8. Illustrate the concept of market positioning. (5)
9. Explain product length and breadth with examples. (5)
10. Illustrate the types and functions of packaging in marketing. (5)
11. Evaluate the characteristics that distinguish rural markets from urban markets. (5)
12. Explain briefly the factors affecting new product price determination. (5)

OR

Explain the concept of price penetration and price skimming. (5)

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