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**BRAINWARE UNIVERSITY**

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Term End Examination 2024-2025**Programme – B.Com.(AFB)-Hons]-2023****Course Name – Marketing Management and Consumer Behaviour****Course Code - BBF40201****(Semester IV)****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) Recognize a key function of marketing channels.**

- | | |
|---|-----------------------------|
| a) To manufacture products | b) To create advertisements |
| c) To move products from producers to consumers | d) To set prices |

(ii) Identify a benefit of using marketing channels.

- | | |
|--|---------------------------------|
| a) Increased efficiency in making goods available to target markets. | b) Reduced need for promotion. |
| c) Lower product quality. | d) Higher prices for consumers. |

(iii) List an example of a distribution strategy.

- | | |
|---------------------------|---------------------------|
| a) Intensive distribution | b) Exclusive distribution |
| c) Selective distribution | d) All of the above |

(iv) List an example of a channel conflict.

- | | |
|--|---|
| a) Disagreements between manufacturers and retailers | b) Agreements between manufacturers and retailers |
| c) Customer satisfaction | d) Product availability |

(v) Illustrate a basic human need in the context of marketing.

- | | |
|---|----------------------------------|
| a) A desire for the latest gadget | b) The need for food and shelter |
| c) A preference for a certain brand of clothing | d) A want for a luxury car |

(vi) Explain the purpose of promotion in the marketing mix.

- | | |
|---|---|
| a) To inform, persuade, and remind customers about a product or service | b) To set the price of a product or service |
| c) To determine the distribution channels for a product or service | d) To develop new product ideas |

(vii) Describe the target market.

- | | |
|---|---|
| a) The specific group of customers that a company aims to serve | b) The entire market for a product or service |
|---|---|

- c) The competitors in the industry
- d) The distribution channels used to reach customers
- (viii) List the traditional 4Ps of the marketing mix.
- a) Product, Price, Place, Promotion
- b) People, Process, Physical evidence, Productivity
- c) Planning, Pricing, Placement, Promotion
- d) Product, Price, People, Promotion
- (ix) Identify the relationship between customer value and customer satisfaction.
- a) They are unrelated
- b) High value leads to high satisfaction
- c) High satisfaction leads to high value
- d) They are inversely related
- (x) Classify promotional activities.
- a) Advertising, public relations, sales promotions, personal selling
- b) Market research, product development, pricing
- c) Distribution, warehousing, logistics
- d) Customer service, after-sales support, warranties
- (xi) Recognize the importance of understanding needs and trends for businesses.
- a) To limit innovation
- b) To avoid competition
- c) To identify opportunities and threats
- d) To focus solely on internal strengths
- (xii) Illustrate the influence of government regulations on business operations.
- a) No influence
- b) Indirect influence
- c) Direct influence
- d) Minimal influence
- (xiii) Explain how cultural values can influence product adoption.
- a) No influence
- b) Minimal influence
- c) Significant influence
- d) Unpredictable influence
- (xiv) Explain the impact of interest rates on business investment decisions.
- a) Higher rates encourage borrowing
- b) Lower rates discourage borrowing
- c) Higher rates discourage borrowing
- d) Interest rates have no impact
- (xv) Classify different types of legal regulations that affect businesses.
- a) Environmental laws, labor laws, consumer protection laws, antitrust laws
- b) Economic policies, fiscal policies, monetary policies
- c) Technological innovations, research and development
- d) Social responsibility, ethical conduct

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Summarize the role of place in the traditional marketing mix (4Ps). (3)
3. Analyze how "Performance" is measured in the updated marketing mix. (3)
4. Analyze how factors within an organization's micro-environment, such as suppliers and competitors, affect its business strategies. (3)
5. Summarize the five stages of the consumer buying decision process, from problem recognition to post-purchase behavior. (3)
6. Analyze how derived demand affects business market fluctuations. (3)

OR

Evaluate the significance of a thorough performance review in the business buying process. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Examine the concept of offerings and brands. (5)
8. Define the concepts of value and satisfaction. (5)
9. Discuss how evolving societal needs and trends impact a company's strategic planning and product development, considering the macro environment. (5)

10. Compare convenience, shopping, and specialty goods, and explain how marketing strategies adapt to each category's specific consumer behavior. (5)
11. Evaluate the concept of a product mix, and explain how its width, length, depth, and consistency affect a company's market strategy and product portfolio management. (5)
12. Categorize and describe the various buying situations prevalent in the industrial/business market, and demonstrate how these situations dictate the specific strategies employed by marketers. (5)

OR

Explain the various buying roles present in industrial marketing, and assess how these roles contribute to the overall purchasing decision-making process. (5)

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