



17114



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA LL.B.-2021/BBA LL.B.-2022/BBA LL.B.-2023

Course Name – Marketing Management

Course Code - BBALLB401

( Semester IV )

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BRAINWARE UNIVERSITY  
SCHOOL OF LAW  
Barasat, Kolkata- 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) What is the primary purpose of marketing?
- a) To increase profits  
b) To explore, create, and deliver value  
c) To attract investors  
d) To build products
- (ii) Which of the following is a key factor in pricing a product?
- a) Customer feedback  
b) Competitor pricing  
c) Supplier negotiation  
d) Employee wages
- (iii) Which of the following is a common method for promoting a product?
- a) Discounting production costs  
b) Using online and offline marketing channels  
c) Manufacturing in bulk  
d) Hiring more employees
- (iv) Which element of the marketing mix includes activities like advertising and sales promotions?
- a) Price  
b) Product  
c) Place  
d) Promotion
- (v) Which of the following is a key element in determining a product's price?
- a) The size of the company  
b) The brand's logo  
c) The target audience's spending habits  
d) The number of competitors in the market
- (vi) Identify the nature of goods that are purchased immediately, frequently and with a minimum of effort.
- a) Convenience goods  
b) Staples  
c) Impulse goods  
d) Perishable goods
- (vii) Select the nature of goods that are purchased without any planning or effort.
- a) Convenience goods  
b) Staples  
c) Impulse goods  
d) Perishable goods
- (viii) Select the goods that are similar in quality but varies enough in price to support shopping comparisons.

- a) Staples  
c) Homogenous shopping goods
- b) Heterogeneous shopping goods  
d) None of the mentioned
- (ix) Select the prime focus base of value pricing.  
a) Low price  
c) Both a and b
- b) High quality  
d) High price
- (x) Select the deal when the seller receives a part of payment in the form of cash and rest of the part in products.  
a) Compensation deal  
c) Buyback arrangement
- b) Barter  
d) Offset
- (xi) Select the set of independent organizations those are responsible for making a product available to the customer.  
a) Fulfillment Art  
c) Marketing Channels
- b) Retailer  
d) Sales Manager
- (xii) Identify the correct abbreviation of USP.  
a) Unique selling price  
c) Unique Selling Point
- b) Unique sales proposition  
d) Unique strategy promotion
- (xiii) Identify the most effective communication tool at later stages of the buying process.  
a) Public relations and Publicity  
c) Personal selling
- b) Advertising  
d) Direct Marketing
- (xiv) Identify the switching cost.  
a) cost to a producer to exchange equipment in a facility when new technologies emerge  
c) one-time costs suppliers incur when selling to a different customer.
- b) cost of changing the firm's strategic group  
d) one-time costs customers incur when buying from a different supplier.
- (xv) What stage involves the buyer preparing a general need description for the required item?  
a) Stage 1: Problem recognition  
c) Stage 3: Product specification
- b) Stage 2: General need description  
d) Stage 4: Supplier search

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define core marketing concepts. (3)
3. Explain the significance of the Problem Recognition stage in the consumer buying decision process. (3)
4. Explain importance of market research in marketing strategy. (3)
5. Explain the key stakeholders in marketing. (3)
6. Explain the key challenges faced by business marketers. (3)

OR

- Explain fluctuating demand in business markets. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain Product development process. (5)
8. Explain the role of promotion in the market place. (5)
9. Explain the tools for sales Promotion. (5)
10. Explain the relations between sales and public relations. (5)
11. Assess the effectiveness of Marketing channels. (5)
12. Explain the factors that affect the Promotional mix. (5)

OR

- Explain the objective of Sales promotion. (5)