



## BRAINWARE UNIVERSITY

**Term End Examination 2023**

**Programme – BBA LL.B.-2021**

**Course Name – Marketing Management**

**Course Code - BBALLB401**

**( 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) Predict the nature of PESTLE as an analytical tool
  - a) An internal analysis
  - b) An external analysis
  - c) A competitor analysis
  - d) A strategic analysis
- (ii) Predict the tool of secondary screening
  - a) An external environmental analysis
  - b) Risk analysis
  - c) An external environment analysis and risk analysis
  - d) A competitor analysis
- (iii) Choose the economic system that is known as 'Laissez faire'
  - a) Social
  - b) Capitalist
  - c) Mixed
  - d) None of these
- (iv) Predict the process of the sale of sub - standard and hazardous goods under defined conditions
  - a) Restrictive Trade Practice
  - b) Unfair Trade Practice
  - c) MRTP
  - d) None of these
- (v) Predict the force in the company's immediate environment that affect the performance of the Co
  - a) Macro environment
  - b) Micro environment
  - c) Technological environment
  - d) Natural environment
- (vi) Identify the network of channels that consist of neighbour, family and friends in target market
  - a) Personal Channels
  - b) Special Channels
  - c) Social Channels
  - d) Expert Channels
- (vii) Predict the name of the channel that used to carry out transactions with the potential buyers
  - a) Communication Channel
  - b) Distribution Channel
  - c) Service Channel
  - d) Personal Channel

- (viii) Predict the correct abbreviation of USP
- a) Unique selling price
  - b) Unique sales preposition
  - c) Unique selling proposition
  - d) Unique strategy promotion
- (ix) Predict the most effective communication tool at later stages of the buying process
- a) Public relations and Publicity
  - b) Advertising
  - c) Personal selling
  - d) Direct Marketing
- (x) Identify the most important factor in celebrity endorsement
- a) Trustworthiness
  - b) Status
  - c) expertise
  - d) credibility
- (xi) Identify the process that plays a positive role in solving marketing problems
- a) Customer behavior
  - b) Marketing research
  - c) Product concept
  - d) Management
- (xii) Select the way of classification of goods into different groups in different markets
- a) Marketing
  - b) Marketing information system
  - c) Marketing opportunities isolation
  - d) Market segmentation
- (xiii) Identify the oldest concept of marketing
- a) Product
  - b) Marketing
  - c) Exchange
  - d) Production
- (xiv) Select the name of the marketing concept that was replaced after 1980s
- a) Selling concept
  - b) Societal concept
  - c) Holistic concept
  - d) None of the mentioned
- (xv) Identify an element of demographic segmentation
- a) Personality
  - b) Age
  - c) Attitude
  - d) Sex

### Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Define B2B Marketing (3)
- 3. Define Target Marketing (3)
- 4. Discuss the factors influencing consumer behavior (3)
- 5. Explain the concept of Monopoly Market. (3)
- 6. Explain Advertisement (3)

**OR**

Explain the concept of AIDA (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Explain the stages of Product Life Cycle (5)
- 8. Assess the use of social media in Marketing (5)
- 9. Assess the effectiveness of Marketing channels (5)
- 10. Describe the functions of Marketing (5)
- 11. Explain the criteria for effective Market Segmentation (5)
- 12. Explain the factors that affect the Promotional mix (5)

**OR**

Explain the objective of Sales promotion (5)

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