



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

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

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) Identify the the process of satisfying the needs of the customer

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|-----------------|----------------|
| a) Marketing | b) Sales |
| c) Distribution | d) Advertising |

(ii) State the method that are used for analysis and presentation of all information estimaton

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|--------------------------------------|-------------------------------------|
| a) Marketing information system | b) Consumer relationship management |
| c) Marketing opportunities isolation | d) Buying process |

(iii) Identify the appropriate term that signifies bringing more than one product from a company to market

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|------------------|------------------------|
| a) Product mix | b) Market segmentation |
| c) Promotion mix | d) Distribution mix |

(iv) Identify the concept that rests on four pillars: target market, customer needs, integrated marketing and profitability

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|--------------|---------------|
| a) Product | b) Production |
| c) Marketing | d) Holistic |

(v) Identify the strategy that refers to the introduction of new products in the market

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|------------------------|--------------------------|
| a) Product Development | b) Market Development |
| c) Market Penetration | d) None of the mentioned |

(vi) Select the branch of sudy that is associated with the nature of selection, buying and disposal of goods, services, ideas and experiences of customers to satisfy their needs and wants.

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|----------------------|--------------------------|
| a) Consumer behavior | b) Product cycle |
| c) Purchase behavior | d) None of the mentioned |

(vii) Select the environmental segments that comprise the general environment typically will NOT include

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|-------------------------|---------------------------|
| a) demographic factors. | b) sociocultural factors. |
|-------------------------|---------------------------|

- c) substitute products or services d) technological factors.
- (viii) Trace from the following that is NOT an entry barrier to an industry
- a) expected competitor retaliation b) economies of scale
- c) customer product loyalty d) bargaining power of suppliers
- (ix) Select the individuals those are most responsible for the success and failure of an organization
- a) Strategists b) Financial planners
- c) Personnel directors d) Stakeholders
- (x) Predict from the following that is an element of a firm's remote external environment
- a) Competition b) Political agencies
- c) Suppliers d) Trade union
- (xi) Examine the environment that consist of economic conditions, economic policies, industrial policies and economic system
- a) Business environment b) Economic Environment
- c) Natural Environment d) None of these
- (xii) Choose the economic system where the means of production are owned and managed by the State
- a) Capitalism b) Socialism
- c) Mixed Economy d) Common economy
- (xiii) Write the name of the economic system where both private and public sector exists
- a) Social b) Capitalist
- c) Mixed d) Common economy
- (xiv) Predict the goal of Industrial Policy Resolution of 1948
- a) Agricultural development b) Industrial development
- c) Infrastructural development d) None of these
- (xv) Choose the Industrial Policy Resolution (IPR) that is known as Economic Constitution of India.
- a) IPR 1964 b) IPR 1976
- c) IPR 1956 d) IPR 1948

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define 4P's of Marketing. (3)
3. State Core Marketing concept. (3)
4. State different types of demands. (3)
5. Describe the differences between needs and wants. (3)
6. Evaluate the Product and Brand relationship. (3)

OR

Assess the importance of Digital Marketing. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the role of promotion in the market place. (5)
8. Assess Green Marketing and its Impact (5)
9. State the differences between Marketing and Sales. (5)
10. Explain why positioning is called Marketing Pillars. (5)
11. Explain role of Branding in Marketing. (5)
12. Explain the roles of Market intermediaries. (5)

OR

Evaluate the term Personal selling with an example. (5)
