



23658-25713-30539-42402



LIBRARY
BRAINWARE UNIVERSITY
SCHOOL OF LAW
Parasat, Kolkata- 700125

BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA LL.B.-2021/BBA LL.B.-2022/BBA LL.B.-2023/BBA LL.B.-2024

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) 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 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
- (iii) Which element of the marketing mix includes activities like advertising and sales promotions?
 - a) Price
 - b) Product
 - c) Place
 - d) Promotion
- (iv) Which of the following is an important factor when deciding where to distribute a product?
 - a) The product's packaging design
 - b) The proximity to competitors
 - c) The convenience for the target market
 - d) The number of employees
- (v) Choose the correct order of the consumer buying behaviour process.
 - a) Recognizing the need, researching, purchasing, post-purchase assessment
 - b) Researching, purchasing, post-purchase assessment, recognizing the need
 - c) Purchasing, post-purchase assessment, recognizing the need, researching
 - d) Recognizing the need, purchasing, researching, post-purchase assessment
- (vi) Select the factor influencing buyer behavior based on a person's occupation.
 - a) Age
 - b) Lifestyle
 - c) Occupation
 - d) Income
- (vii) Choose the psychological factor that refers to the level of desire or need that drives a person to act.

- a) Perception
 c) Learning
- b) Motivation
 d) Attitude
- (viii) Choose the factor that refers to shared beliefs and values of a group of people.
- a) Sub-culture
 c) Social class
- b) Culture
 d) Reference group
- (ix) What drives a consumer to action in the first stage?
- a) Desire for new experiences
 c) Availability of funds
- b) Unmet needs or desires
 d) Product satisfaction
- (x) Who typically makes purchases in the business market?
- a) Consumers
 c) Retailers
- b) Organizations acquiring goods for production
 d) General public
- (xi) What does "inelastic demand" mean in business markets?
- a) Demand is highly sensitive to price changes
 c) Demand is largely unaffected by price changes
- b) Demand increases as prices decrease
 d) Demand decreases drastically when prices increase
- (xii) Identify the situation where marketer plans its offering and addresses five key product levels.
- a) Customer value hierarchy
 c) Market value hierarchy
- b) Company value hierarchy
 d) None of the mentioned
- (xiii) Identify the second level benefit in the customer value hierarchy.
- a) Expected product
 c) Basic product
- b) Augmented product
 d) None of the mentioned
- (xiv) Select the correct nature of soft drinks.
- a) Durable Goods
 c) Services
- b) Non Durable Goods
 d) Complimentary Goods
- (xv) What does the "order-routine specification" stage entail?
- a) Preparing product specifications
 c) Identifying suppliers
- b) Finalizing order details with the chosen supplier
 d) Reviewing vendor feedback

Group-B

(Short Answer Type Questions)

3 x 5=15

2. What is the role of a marketer in business success? (3)
3. Define core marketing concepts. (3)
4. Where do psychological factors come into play in consumer purchasing decisions? (3)
5. Explain the significance of the Problem Recognition stage in the consumer buying decision process. (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 the impact of Labelling. (5)
8. Explain Product development process. (5)
9. Explain the differences between price and pricing with an example. (5)
10. Analyze the changing scope of marketing and its strategic importance in the contemporary business environment. (5)
11. Assess the use of social media in Marketing. (5)

12. Evaluate the term Personal selling with an example.

OR

Explain the features of personal selling.

(5)

(5)

LIBRARY
BRAINWARE UNIVERSITY
SCHOOL OF LAW
Parasat, Kolkata- 700125