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BRAINWARE UNIVERSITY

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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2025-2026

Programme – BBA(BA)-Hons-2024/BBA(BA)-Hons-2025

Course Name – Marketing Management

Course Code - BBB20102

(Semester II)

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) In the context of the marketing mix, what does 'promotion' refer to? Select the correct option.
 - a) Product features and benefits
 - b) Price setting and discounts
 - c) Communication with target audience
 - d) Distribution channels
- (ii) Select the element of the marketing mix refers to all the activities involved in making the product available to the customer.
 - a) Product
 - b) Price
 - c) Place
 - d) Promotion
- (iii) Identify which of the following is a demographic factor that businesses often consider in their marketing strategies.
 - a) Religious beliefs
 - b) Political ideologies
 - c) Gross domestic product GDP
 - d) Age distribution of the population
- (iv) Select which of the following is an example of a micro-environmental factor.
 - a) Economic conditions in the country
 - b) Technological advancements
 - c) Competitors in the industry
 - d) Cultural beliefs of the society
- (v) Identify which of the following is NOT a common basis for market segmentation.
 - a) Geographic location
 - b) Gender and age
 - c) Product color
 - d) Psychographic traits
- (vi) Select Market Targeting.
 - a) Selling products to a specific country
 - b) Selecting specific segments of the market for marketing efforts
 - c) Setting high prices for premium products
 - d) None of the above
- (vii) Identify the purpose of evaluating market segments.
 - a) To eliminate all segments except one
 - b) To identify which segments offer the best opportunities
 - c) To target all segments equally
 - d) To increase the price of the product

- (viii) Select Impulse Buying in consumer behaviour.
- a) Making decisions after thorough research
 - b) Buying products without any prior planning or consideration
 - c) Purchasing products based on recommendations
 - d) Avoiding buying altogether
- (ix) Identify the first stage in the consumer decision-making process.
- a) Problem recognition
 - b) Purchase decision
 - c) Information search
 - d) Post-purchase evaluation
- (x) Identify which perspective focuses on setting prices that cover the cost of producing a product or service.
- a) Economic perspective
 - b) Marketing perspective
 - c) Customer perspective
 - d) Competitive perspective
- (xi) Which pricing approach focuses on understanding customer demand and aligning prices with it? Select the correct one.
- a) Cost-oriented pricing
 - b) Competitive pricing
 - c) Demand-oriented pricing
 - d) Value-oriented pricing
- (xii) In the context of distribution channels, what is the term for intermediaries between manufacturers and consumers? Choose the correct one.
- a) Distributors
 - b) Wholesalers
 - c) Retailers
 - d) Producers
- (xiii) In the promotion mix, what element often involves running ads in newspapers, magazines, or on TV and radio? Select the correct one.
- a) Direct marketing
 - b) Personal selling
 - c) Sales promotion
 - d) Advertising
- (xiv) Indicate which promotion mix element uses personal communication to build trust and rapport with potential customers.
- a) Direct marketing
 - b) Advertising
 - c) Sales promotion
 - d) Personal selling
- (xv) Identify the term for the use of both online and offline marketing channels to promote a product or service.
- a) Personal selling
 - b) Advertising
 - c) Direct marketing
 - d) Integrated marketing concept

Group-B

(Short Answer Type Questions)

3 x 5=15

2. State the concept of Relationship marketing. (3)
3. Briefly describe the characteristics of service marketing. (3)
4. Explain the importance of post purchase evaluation stage in consumer purchase decision. (3)
5. Illustrate the concept of branding. (3)
6. Explain the price skimming strategy with examples. (3)

OR

- Briefly explain the functions of distribution channel. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Define Marketing and describe the importance of Marketing in the present scenario. (5)
8. Describe latent demand and unwholesome demand with examples. (5)
9. Explain briefly about the types of market segmentation with examples. (5)
10. Explain briefly the concept of product mix. (5)
11. Explain briefly the factors affecting new product price determination. (5)

12. Justify some key challenges that companies face in implementing sustainable marketing practices (5)

OR

Evaluate the characteristics that distinguish rural markets from urban markets. (5)

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