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

BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – BBA(DM)-2022

Course Name – Introduction to Marketing Management

Course Code - BBADMC201

(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) Determine from the following that at Bengaluru Airport, Karan was surprised by the help he received from the staff at the airport. He was worried about the standard procedures like collecting boarding pass and security check-in. But the staff overwhelmingly helped him overcome all the difficulties. Which dimension of 'service quality' was strongly promoted by the staff at the airport?

- a) Aesthetics
b) Features
c) Empathy
d) Reputation

(ii) Identify the following:- _____ is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

- a) consumer behaviour
b) consumer interest
c) consumer attitude
d) consumer perception

(iii) Identify the correct statement. Understanding consumer buying behaviour is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:

- a) How much money is the consumer willing to spend?
b) How much does the consumer need the product being offered for sale?
c) How much does a discount or a coupon affect the purchase rate?
d) How do consumers respond to various marketing efforts the company might use?

(iv) Interpret the following:- When Gary was a high school student, he enjoyed rock music and regularly purchased hip clothing sported by his favorite rock band. However, five years later, when Gary became an accountant, his preference shifted toward formal clothing. Which of the following personal characteristics is likely to have had the most influence on Gary's preferences during his high school days?

- a) education
c) income
- (v) Judge the following that what is the sequence of steps for the service recovery process:
 a) Anticipating customer needs, acknowledging their feelings, Apologising and Owning the responsibility, Offering alternatives, making amends
 b) Acknowledging their feelings, Apologising and Owning the responsibility, making amends, anticipating customer needs, offering alternatives
 c) Acknowledging their feelings, Apologising and owning the responsibility, offering alternatives, making amends, anticipating customer needs
 d) Acknowledging their feelings, offering alternatives, Apologising and owning the responsibility, making amends, anticipating customer needs
- (vi) Relate the following when the customer is aware and willing to buy the product at higher prices, which pricing strategy is appropriate:
 a) Penetrating Pricing Strategy
 b) Skimming Pricing Strategy
 c) Going Rate Pricing Strategy
 d) Sealed Bid Pricing Strategy
- (vii) Recall who is the father of Modern Marketing.
 a) Abraham Maslow
 b) Lester Wunderman
 c) Peter Drucker
 d) Philip Kotler
- (viii) Recall what the term marketing refers to _____
 a) Advertising, Sales Promotion, Publicity and Public Relational activities
 b) A new product needs ideas, Developments, concepts and improvements
 c) Sales Planning, Strategy and Implementation
 d) A philosophy that stresses customer value and satisfaction
- (ix) Interpret the following:- The buying process starts when the buyer recognizes a _____
 a) Product or Service
 b) Shop or Market
 c) Need or Problem
 d) Money or Status
- (x) Identify from the following, how marketing must be understood
 a) Get there first with the most
 b) Management of youth demand
 c) Satisfying customer needs
 d) Telling and selling
- (xi) Recall the definition of Marketing. Marketing is the activity, set of _____ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.
 a) Institutions
 b) Organizations
 c) Companies
 d) Enterprises
- (xii) Identify the following:-SBU stands for
 a) Strategic Business Unit
 b) Strategic Business Unity
 c) Strategic Business Unity
 d) Simple Business Unit
- (xiii) Construct the following that Hospital is basically a:
 a) Product based industry
 b) Service based industry
 c) Idea based industry
 d) None of these
- (xiv) Choose the best that describes the situation. Rolex watches can only be found in a very limited number of intermediaries. This is a classic situation of
 a) Exclusive distribution
 b) Intensive distribution
 c) High-end distribution
 d) Selective distribution
- (xv) Identify the following:- Second stage in the Consumer Decision Making model is _____
 a) Need
 b) Information Search
 c) Evaluation of alternatives
 d) Purchase

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Explain in detail the 7ps of marketing. (3)
3. Define Societal Marketing System. (3)
4. Explain the factors that have a substantial effect on determining the price of a new product. (3)
5. Give an example of how a company might target products to children in an ethical way. (3)
6. The most significant strength of personal selling is its flexibility. Evaluate. (3)

OR

Explain briefly about the distribution channel management. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Identify the key differences between marketing and sales. (5)
8. Describe the different cost-oriented pricing methods. (5)
9. Summarize that how you can motivate channel members. (5)
10. Develop a marketing mix for Apple Inc. (5)
11. Develop an action plan that can contribute significantly to the success of internal marketing. (5)
12. How a consumer usually takes decision for purchasing a product? Explain with the diagram. (5)

OR

Plan out five actionable strategies to boost customer satisfaction in a super-speciality hospital. (5)

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