

~~BBA - 4th Sem~~  
G.U.

Total number of printed pages-5

BBA Sem III

47 (3) MKMN 3-2

2010

## MARKETING MANAGEMENT

Paper : 3-2

Full Marks : 80

Time : Three hours

*The figures in the margin indicate full marks for the questions.*

1. Answer the following : 1×10=10

(A) Fill in the blanks :

(i) ..... is normally concerned with the transfer of goods and services to the consumers or prospective consumers for the exchange of money. (Marketing / Selling)

(ii) According to the Modern Concept of Marketing ..... is the king or sovereign of the market. (Consumer / Producer)

Contd.

24-11-2018

- (iii) Advertisement is ..... (multi-dimensional / uni-dimensional).
- (iv) The concept of market segmentation is based on the fact that markets of commodities are ..... (homogeneous / heterogeneous).
- (v) ..... involves setting a very high price for a new product. (Penetration pricing / skimming pricing)

(B) State true or false :

- (i) Sales promotion does not include advertisement, personal selling and publicity.
- (ii) Creation of demand is a continuous process throughout the product life cycle.
- (iii) Sales promotion activities are regular activities.
- (iv) Selling is a part of marketing.
- (v) Product width refers to the number of product items offered by the organisation within a particular product line.

200A 2nd sem

2. Answer the following briefly (*any five*) : 2×5=10

- (i) Write *two* points of difference between marketing and selling.
- (ii) Define marketing management.
- (iii) Write *two* points of distinction between Modern Concept of Marketing and Old Concept of Marketing.
- (iv) What do you mean by Convenience Goods ?
- (v) What is meant by Product Mix ?
- (vi) Write *two* principles of Product Development.
- (vii) What is Test Marketing ?

3. Answer the following (*any four*) :

- (i) Write a detailed note on functions of marketing. 5
- (ii) What are the major problems of Marketing Management in India ? Explain. 5
- (iii) Define market segmentation. Why do you think market segmentation is important ? 1+4=5

(iv) What is product development ? What are the advantages of product development ?  
1+4=

(v) What is Sales Promotion ? What are the main objectives of sales promotion activities ?  
1+4=

(vi) Write short notes on the following :

$2\frac{1}{2}+2\frac{1}{2}=5$

(a) Product Diversification

(b) De-marketing.

4. Give elaborate answer to the following (*any five*) :

(i) What do you mean by Channels of Distribution ? Explain the functions of Channels of Distribution.  
2+6=8

(ii) What is Advertisement ? Discuss the various objectives of advertisement.  
2+6=8

(iii) State the meaning of Product Life Cycle. Supporting your answer with a suitable diagram, discuss the various phases or stages of Product Life Cycle.  
2+6=8

(iv) What do you mean by Pricing Decisions ? Enumerate the factors which affect pricing decisions.  
2+6=8

(v) What is marketing ? Explain its importance in modern business.  
2+6=8

(vi) Discuss the various steps involved in the development of a new product.  
8

(vii) Write short notes : (*any two*)  
4×2=8

(a) Supply Chain Management

(b) Promotion Mix

(c) Process of Personal selling.