



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2022

CC9-BBA (402)

MARKETING MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Define marketing. How did different concepts of marketing evolve? Discuss the scope of marketing in modern business enterprise.
2. What is a product? Classify the products as per the theory of marketing. Discuss the different strategies adopted at the different phases of PLC.
3. What is promotion mix? Is there any relationship between product mix and promotion mix? Briefly describe.
4. What is service marketing? How could you differentiate product marketing from service marketing? Discuss the strategies the marketers apply in service marketing.

GROUP-B

5. Answer any *four* questions:

6×4 = 24

- (a) Discuss the different cost-based and demand-based methods of pricing.
- (b) Explain the inter-relationship between segmentation, targeting and positioning.
- (c) Discuss the factors influencing choice of distribution channel.
- (d) State the stages of product development process.
- (e) What is branding? What are the advantages of branding?
- (f) Narrate the stages of consumer purchase decision-making.

GROUP-C

6. Answer any *four* questions:

3×4 = 12

- (a) What is product line? Give example.
- (b) What is retailing?
- (c) What is holistic marketing?
- (d) What do you mean by green marketing?
- (e) Define focus and niche.
- (f) What are the functions of packaging?

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