

Total No. of printed pages = 2

BBA 181301

Roll No. of candidate

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3727 2021

B.B.A 3rd Semester End-Term Examination

Business Administration

MARKETING MANAGEMENT

(New Regulation)

Full Marks - 70

Time - Three hours

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

Answer Question No.1 and any *four* from the rest.

1. Answer the following: (10 × 1 = 10)
- (i) _____ is about identifying and meeting human and social needs.
 - (ii) The _____ concept proposes that consumers favor products offering the most quality, performance or innovative features.
 - (iii) Culture, _____, and social class are particularly important influences on consumer buying behavior.
 - (iv) The _____ concept is based on the development, design and implementation of marketing programs, processes and activities that recognize their breadth and interdependencies.
 - (v) PLC stands for _____.
 - (vi) The buying process starts when the buyer recognizes a problem or need triggered by _____ or external stimuli.
 - (vii) The first stage in product development is _____.
 - (viii) In _____ pricing the firm determines the price that yields its target rate of return on investment.
 - (ix) A _____ channel contains one selling intermediary, such as a retailer.
 - (x) _____ is the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market.

[Turn over

2. (a) Define marketing environment? Explain briefly the six major forces in macro environment? (2 + 6 = 8)
- (b) Define Marketing? Briefly elaborate the various philosophies of Marketing? (1 + 6 = 7)
3. (a) Discuss the various factors influencing consumer's buying behavior? (8)
- (b) What is behavioral segmentation? Explain how marketers divide buyers into groups on the basis of behavioral segmentation? (2 + 5 = 7)
4. (a) Briefly elaborate the various stages in PLC with the help of an appropriate diagram? (7)
- (b) What are the stages in the new product development process? Is consumer research important for new product development – Justify your answer? (5 + 3 = 8)
5. (a) Discuss the main pricing methods? (7)
- (b) Explain the major modes of communication in marketing communication mix? (8)
6. (a) "Marketing services is different from marketing goods because of the unique characteristics of services namely intangibility, heterogeneity, perishability, and inseparability" – Explain the statement with the help of an example? (10)
- (b) Briefly explain the different levels of marketing channels? (5)
7. Write short notes on any *three*: (3 × 5 = 15)
- (a) Rural marketing.
- (b) 5-Stage Model of consumer buying process.
- (c) Techniques of Environmental Scanning.
- (d) Holistic marketing concept.

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