

Total No. of printed pages = 2

BBA 181301

Roll No. of candidate

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

MARKETING MANAGEMENT

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) The _____ concept proposes that consumers favor products offering the most quality, performance or innovative features.
 - (ii) In _____ segmentation, marketers divide the market on variables such as age, family size, gender, income, occupation, education, generation, social class etc.
 - (iii) A person's _____ group are all the group that have a direct (face-to-face) or indirect influence on their attitudes or behavior.
 - (iv) _____ is the first stage of the Five-Stage Model of the buying decision process.
 - (v) The PLC curve is divided into four stages namely _____ growth, maturity and decline.
 - (vi) In _____ pricing, the firm determines the price that yields its target rate of return on investment.
 - (vii) A _____ channel, also called a direct marketing channel consist of a manufacturer selling directly to the final customer.
 - (viii) A _____ is any act or performance one party can offer to another that is essentially intangible and does not result in the ownership of anything.

[Turn over

- (ix) In the second product level, the marketer must turn the core benefit into a _____ product.
- (x) The new product development _____ process starts with the search for _____.
2. (a) What is Marketing Environment? Explain the components of marketing environment? (1 + 7 = 8)
- (b) Define Marketing Research? Briefly explain the steps involved in conducting Marketing Research? (1 + 6 = 7)
3. (a) 'A consumer's buying behavior is influenced by cultural, social and personal factors'- Briefly explain how these factors can provide marketers with clues to reach and serve consumers more effectively? (8)
- (b) What is demographic segmentation? Explain how marketers divide buyers into groups on the basis of demographic segmentation? (1 + 6 = 7)
4. (a) 'In planning its market offering, the marketers needs to address five product levels'- Explain the Five Product Levels with the help of a suitable example? (7)
- (b) Briefly explain the four stages of the Product Life Cycle? (8)
5. (a) Elaborate the stages in the new product development process? (7)
- (b) 'Services have 4 distinctive characteristics that greatly affect the design of marketing programs'- Explain the 4 distinctive characteristics of services? (8)
6. (a) Explain briefly the various channel levels? (5)
- (b) Discuss the major pricing methods? (10)
7. Write short notes on any *three* : (3 × 5 = 15)
- (a) Global Marketing
- (b) Rural Marketing
- (c) Promotion Mix
- (d) Positioning

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