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Total No. of printed pages = 3

BBA 181301

Roll No. of candidate

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2019

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

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)

- (a) _____ is about identifying and meeting human and social needs.
- (b) _____ segmentation divides the market into geographical units such as nation, states, regions, countries, cities etc.
- (c) Culture, _____, and social class are particularly important influences on consumer buying behavior.
- (d) _____ is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world.

[Turn over

- (e) The _____ concept is based on the development, design and implementation of marketing programs, processes and activities that recognize their breadth and interdependencies.
- (f) The buying process starts when the buyer recognizes a problem or need triggered by _____ or external stimuli.
- (g) The PLC curve is divided into four stages namely introduction, growth, _____ and decline.
- (h) In product modification a marketer tries to stimulate sales by improving _____ features or style.
- (i) In _____ pricing the firm determines the price that yields its target rate of return on investment.
- (j) A _____ channel contains one selling intermediary, such as a retailer.
2. (a) Define marketing environment. Explain briefly the six major forces in macro environment. (2 + 6 = 8)
- (b) What is marketing research? What are the steps involved in conducting good marketing research. (1 + 6 = 7)
3. (a) Explain the five stage model of the consumer buying process. (8)
- (b) What is behavioral segmentation. Explain how marketers divide buyers into groups on the basis of behavioral segmentation? (2 + 5 = 7)

4. (a) Explain the term PLC. What marketing strategies are appropriate at each stage of the product life cycle? Explain with a suitable example. (2 + 8 = 10)
- (b) Explain the different levels a product can attain. (5)
5. (a) Discuss the main pricing methods. (8)
- (b) Explain the major modes of communication in marketing communication mix. (7)
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 importance of rural marketing. (5)
7. Write short notes on any *three* : (3 × 5 = 15)
- (a) Global marketing
- (b) Pricing objectives
- (c) Channel levels
- (d) Holistic marketing concept.

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