

## BBA (Honours) 4th Semester Examination, 2023

Subject : Marketing Management

Paper : BBA-4.1

Time: 4 Hours

Full Marks : 80

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their  
own words as far as practicable.*

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

1. Answer any ten questions:

2×10=20

- ~~(a)~~ State two scopes of marketing.
- (b) What is marketing mix?
- ~~(c)~~ What is new product development?
- ~~(d)~~ What do you mean by marketing research?
- ~~(e)~~ What do you mean by buyer behaviour?
- (f) What is Product Life Cycle (PLC)?
- (g) What are Public Relations?
- ~~(h)~~ What is distribution channel?
- (i) What is packaging?
- (j) Define branding.
- (k) What are industrial products?
- (l) What is pricing?
- (m) What do you mean by promotion in marketing?
- (n) What is retailing?
- (o) What is global marketing?

~~2.~~ Explain the different components of marketing environment.

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3. Discuss different stages of product life cycle along with marketing strategies taken in those stages.

8+4=12

4. (a) Distinguish between consumer products and industrial products.  
(b) Explain different types of consumer products. 4+8=12
5. (a) Explain different methods of pricing the products.  
(b) State two pricing objectives. 10+2=12
6. Explain various factors influencing the distribution channel selection by marketers. 12
7. Explain the communication process, mentioning each element of it and their needs. 12
8. Examine the role of advertising and sales promotion in the promotion of a product/service. 12
9. Discuss the recent trends of marketing in India. 12
10. Write short notes on any two: 6×2=12
- (a) Direct Marketing
  - (b) Marketing in the Web
  - (c) Managing the sales force
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