

BBA 4th Semester Examination, 2024**Subject : Marketing Management****Course: BBA-4.1****Time: 4 Hours****Full Marks: 80***The figures in the right hand margin indicate full marks.**Candidates are required to give their answers in their own words
as far as practicable.**Answer question 1 and any five from the rest.*

1. Answer any ten questions. 2×10=20
 - (a) What is marketing opportunity?
 - (b) Define consumer behaviour.
 - (c) What is Marketing Information System (MKTS)?
 - (d) What is marketing research?
 - (e) Define new product.
 - (f) What is branding?
 - (g) What is packaging?
 - (h) What are Public Relations(PR)?
 - (i) Define advertising.
 - (j) Define Sales Promotion.
 - (k) What is wholesaling?
 - (l) What is retailing?
 - (m) Define telemarketing.
 - (n) What are industrial products?
 - (o) What do you mean by market positioning?
2. (a) Define marketing.
- (b) Explain the scope and nature of marketing. 2+10
3. (a) What is marketing environment?
- (b) Explain the recent trends of marketing of India. 2+10
4. (a) Define market segmentation.
- (b) Explain the factors influencing consumer behaviour. 2+10
5. (a) What is Product Life Cycle(PLC)?
- (b) Explain various stages of PLC. 2+10

- 6. Explain the pricing considerations and approaches adopted by business firms. 12
- 7. (a) What do you mean by distribution channel?
(b) Explain three major factors influencing the channel of distributor. 2+10
- 8. (a) What is communication process?
(b) How is an effective communication developed? 4+8
- 9. (a) Distinguish between advertising and sales promotion.
(b) Distinguish between Marketing Research and Marketing Information System. 6+6
- 10. Write short notes on *any two*: 6x2=12
 - (a) Global Marketing
 - (b) Direct Marketing
 - (c) Marketing on the Web