



WEST BENGAL STATE UNIVERSITY
BBA Honours 3rd Semester Examination, 2021-22

BBAACOR05T-BBA (CC5)

MARKETING MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
 - (a) State any two features of Marketing.
 - (b) What do you mean by Marketing Environment?
 - (c) Define marketing mix.
 - (d) What is new product?
 - (e) Distinguish between Customer and Consumer.
 - (f) Define Product Planning.
 - (g) Define Product mix.
 - (h) Define Product Life Cycle.
 - (i) Define Product Differentiation.
 - (j) What do you mean by Complementary Pricing?
 - (k) What do you mean by Penetration Pricing?
 - (l) What do you mean by Psychological Pricing?
 - (m) What is Price Skimming?
 - (n) Define Service Marketing.
 - (o) Define Rural Marketing.
 - (p) Define Promotion.

2. Answer any **four** questions from the following: 5×4 = 20
 - (a) State the difference between Traditional Marketing and Modern Marketing.
 - (b) Distinction between Selling and Marketing.
 - (c) What are the essential elements of Promotion?
 - (d) What are the different types of Services?
 - (e) Explain in brief the different Pricing Strategies.
 - (f) Explain in brief the factors affecting the choice of Distribution Channels.
 - (g) Discuss in brief about the different stages of Product Life Cycle (PLC).
 - (h) Explain in brief about the Product Line Decisions.

- (i) Explain in brief, the Consumer decision-making Process.
- (j) Explain in brief, the evolution of Marketing.
- (k) Define Marketing Mix.
- (l) Explain in brief, the Product Mix or Product Portfolio or Product Assortment.

3. Answer any *two* questions from the following : 10×2 = 20

- (a) Discuss in brief about the different channels of distribution or sale of goods.
- (b) What is Marketing? Explain the Marketing Environment.
- (c) Explain the different types of Consumer Products and Industrial Goods.
- (d) Discuss the features and marketing Strategies of the different stages of Product Life Cycle.
- (e) Discuss the stages of New Product Development Process.
- (f) Discuss the several reasons behind Product Failure.
- (g) State the Latest Developments and Strategies in Digital Marketing.
- (h) Briefly discuss how to solve the problem of a new Product failure.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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