



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : BBA 303 Marketing Management

Time Allotted : 3 Hours

Full Marks : 70

The Figures in the margin indicate full marks.
Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following :

[1 x 10 = 10]

- (i) Which of the following is NOT a typical supply chain member?
A) resellers B) customers C) intermediaries D) government agencies
- (ii) Which of the following is NOT a requirement for setting advertising objectives?
 A) Objectives must specify the amount of change. B) Objectives must be stated in terms of profits.
C) Objectives must be realistic. D) Objectives must be internally consistent.
- (iii) what does IMC means?
- (iv) A strength of radio advertising is _____
A) The ability to reach segmented audiences
 B) The ability to reach prospective customers on a personal and intimate level
C) Low cost per thousand
D) All of the above
- (v) Which of the following is NOT a price adjustment strategy?
A) segmented pricing B) promotional pricing C) free samples D) geographical pricing
And why?
- (vi) What are the four steps, in order, to designing a customer-driven marketing strategy?
A) market segmentation, differentiation, positioning, and targeting
B) positioning, market segmentation, mass marketing, and targeting
C) market segmentation, targeting, differentiation, and positioning
D) market alignment, market segmentation, differentiation, and market positioning
E) market recognition, market preference, market targeting, and market insistence
- (vii) The division of buyers into groups based on their knowledge, attitudes, uses, or responses to a product is _____ segmentation.
A) behavioral B) psychographic C) age and life cycle D) demographic
- (viii) Increased competition leads to price decrease, increasing public awareness, sales volume increase significantly are the characteristics of _____ in PLC.
 A) Mature stage B) Decline stage C) Growth stage D) Market Introduction stage
- (ix) Of the following, which statement would NOT support a market-skimming policy for a new product?
 A) The product's quality and image support its higher price. B) Enough buyers want the products at that price.
C) Competitors are not able to undercut the high price. D) Competitors can enter the market easily.
- (x) A quantity discount is a price reduction to buyers who purchase _____.
A) frequently B) large volumes C) close outs D) inferior merchandise
- (xi) Many firms make an effort to identify smaller, better-defined target groups by using _____ and why?
A) user rates B) loyalty segmentation C) multiple segmentation bases D) positioning
- (xii) In _____ all the augmentations and transformations of a product might undergo in the failure.
A) Generic Product B) Expected Product C) Augmented Product D) Potential Product

Group-B (Short Answer Type Question)

Answer any three of the following

[5 x 3 = 15]

2. What is Marketing? [5]
3. What is the need of market segmentation? [5]

4. Give the SWOT Analysis of Amul Kool? [5]
5. What is a persona? [5]
6. Cite atleast two examples of selective distribution. [5]

Group-C (Long Answer Type Question)

Answer any three of the following

[15 x 3 = 45]

7. i) How information is marketed? Explain with examples. [5+5+5]
ii) How person is marketed? Explain with examples.
iii) How idea is marketed? Explain with examples.
8. What are bases of market segmentation ? [15]
9. i) Draw the diagram of the business environment of an organization? [6+9]
ii) Explain the micro factors suppliers, customers, competitors with example.
10. Elaborate demographic segmentation with at least 2 examples. [15]
11. i) Elaborate promotional programme situational analysis in the IMC planning process. [7+8]
ii) Explain Developing process of the Integrated Marketing Communications Programme.

*** END OF PAPER ***

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