

CS/BBA(H)/BIRM/BSCM/Even/Sem-4th/BBA-404/2015



WEST BENGAL UNIVERSITY OF TECHNOLOGY

BBA-404

MARKETING MANAGEMENT-I

Time Allotted: 3 Hours

Full Marks: 70

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

GROUP A

(Multiple Choice Type Questions)

1. Answer any *ten* questions. 10×1 = 10
- (i) What is the concept that holds that consumer, if left alone, will ordinarily not buy enough of the organisation's products?
- (A) Production concept (B) Product concept
(C) Marketing concept (D) Selling concept
- (ii) The State of Demand, when Demarketing tasks are taken up to reduce demand temporarily is
- (A) Latent demand (B) Negative demand
(C) Over-full demand (D) Positive demand
- (iii) The profit curve, when shown in the PLC curve, starts at a point
- (A) at the origin (B) above the origin
(C) below the origin (D) none of these

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- (iv) 'People' is an element of the
(A) Service mix (B) Marketing mix
(C) Product mix (D) All of these
- (v) Advertising is an example of _____ form of _____ communication.
(A) Un-paid, personal (B) Paid, non-personal
(C) Un-paid, non-personal (D) Paid, personal
- (vi) Product Mix consists of width, length, depth and
(A) height (B) weight
(C) consistency (D) density
- (vii) 'Want' of the customer means
(A) Need, directed to specific objects
(B) Need, backed by the ability to buy
(C) One that arises after satisfaction of need
(D) Universal and general needs
- (viii) Any organization selling directly to the final consumer is doing
(A) whole selling (B) warehousing
(C) franchising (D) retailing
- (ix) Medical representatives are known as
(A) Order taker (B) Order getter
(C) Order creator (D) None of these
- (x) What is the extension of USP?
(A) Unique selling proposition (B) Unique selling position
(C) Unique selling price (D) None of them
- (xi) AIDA model stands for attention interest _____ and action.
(A) Decision (B) Desire
(C) Doubt (D) None of these

GROUP B
(Short Answer Type Questions)

Answer any *three* questions.

3×5 = 15

2. Explain the concept of PLC with a pictorial representation.
3. Discuss the functions of Packaging.
4. Distinguish between Market – Skimming Pricing and Market – Penetration Pricing.
5. What do you mean by marketing? Discuss the role of marketing mix for the following:
 - (i) Pulse Polio campaign.
 - (ii) Cherry Blossom shoe polish.
6. Examine the need for studying Consumer Behaviour in Marketing.

GROUP C
(Long Answer Type Questions)

Answer any *three* questions.

3×15 = 45

7. On the lines of major focus and marketing actions, how would you expect a branded computer manufacturing company to organize its operations, if it chose to be guided by the following orientations?
 - (a) Production Concept
 - (b) Product Concept
 - (c) Holistic Marketing Concept.

4+4+7

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8. Discuss the different pricing objectives. What are the different pricing methods? 7+8
9. Discuss about the bases of segmenting the consumer market that any biscuit manufacturer is using in the market. A company can consider five patterns of target market selection – Discuss. How would you segment the wrist watch market? 7+6+2
10. Marketing managers can make five major decisions, known as the five M-s, in developing a successful advertising program – Discuss. In the context of advertising, discuss about the merits and demerits of some common media forms. 7+8
11. Write short notes on any *three* of the following: 3×5
- (a) Marketing Myopia
 - (b) Sales Promotion Techniques
 - (c) Trademark
 - (d) Brand Equity
 - (e) Types of intermediaries.