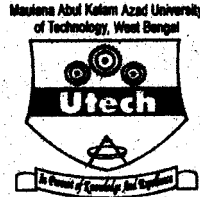


CS/BBA(H)/BIRM/BSCM/EVEN/SEM-4/BBA-404/2015-16



**MAULANA ABUL KALAM AZAD UNIVERSITY OF
TECHNOLOGY, WEST BENGAL**

Paper Code : BBA-404

MARKETING MANAGEMENT-I

Time Allotted : 3 Hours

Full Marks : 70

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. Choose the correct alternatives for any *ten* of the
following : 10 × 1 = 10

i) AIDA Model stands for attention, interest,
..... and action.

- | | |
|-------------|----------------|
| a) decision | b) desire |
| c) doubt | d) durability. |

ii) Product Mix comprises width, length, depth and

- | | |
|----------------|-------------|
| a) height | b) weight |
| c) consistency | d) density. |

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[Turn over

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- iii) A registered brand is called
- a) logo
 - b) brand equity
 - c) trade mark
 - d) patent.
- iv) is not a component of Promotion Mix.
- a) Advertising
 - b) Publicity
 - c) Sales promotion
 - d) Market research.
- v) When the retailer is compelled to approach the wholesaler for the stock of the demanded product, the effect is known as
- a) push strategy
 - b) pull strategy
 - c) push-pull strategy
 - d) none of these.
- vi) DVD player is an example of
- a) FMCG product
 - b) consumer durable product
 - c) industrial product
 - d) all of these.
- vii) DAGMAR model was proposed by
- a) Russel H. Colley
 - b) Phillip Kotler
 - c) David Ogilvy
 - d) Douglas McGregor.
- viii) is regarded as the Father of Marketing Management.
- a) Dr. Philip Kotler
 - b) Russel H. Colley
 - c) David Ogilvy
 - d) E Jerome McCarthy.

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- ix) STP stands for
- Segmentation, Trade and Promotion
 - Strategy, Transaction and Positioning
 - Strategy, Trade and Positioning
 - Segmentation, Targeting and Positioning.
- x) The list of all products offered for sale by a company is called
- product differentiation
 - product line
 - product mix
 - none of these.
- xi) Who proposed the concept of 4Ps of Marketing ?
- Abraham Maslow
 - Peter Carter
 - Peter Norton
 - Jerome McCarthy.

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- Write short note on any *one* of the following :
 - Traditional *vs* Modern concepts of marketing.
 - Market segmentation.
- Explain the term 'Product Line' along with examples.
- What is Product Mix ?
- What do you mean by convenience goods, consumer goods and speciality goods ?
- Distinguish between marketing and selling.

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GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) What is advertising media ?
b) How does a firm go about selecting an appropriate advertising media for a specific product or services ?
c) Discuss the advantages and disadvantages of the following media vehicles :
i) Newspapers
ii) Radio
iii) Internet. 3 + 6 + 6
8. What do you mean by marketing mix ? Describe the forces affecting the marketing mix. Discuss elements of marketing mix. 2 + 7 + 6
9. What is sales promotion ? What broad objectives derive sales promotion ? Discuss the various tools of consumer oriented sales promotion. 3 + 4 + 8
10. What do you mean by market segmentation ? Discuss the major segmentation variables for consumer markets. Suggest segmentation basis for the following :
a) Furniture
b) Bicycles. 3 + 8 + 4
11. a) What is the marketing planning ? What are elements of marketing planning ?
b) Discuss the strategies that a marketer may adopt at the maturity stage of the PLC. 4 + 6 + 5
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