

End Semester/Reappear (Semester II) Examination July 2022

Programme: BBA
Subject: Marketing Management
Subject Code: 11.152
Enrollment No: _____

Full Marks: 70
Time: 3 Hrs.

Section I

- 1. Short Answer type questions. Answer any four. 4 x 5 = 20**
- Differentiate between Marketing & Selling.
 - Compare Packing with Packaging.
 - Describe maturity stage with appropriate example.
 - Price is inversely proportional to Demand. Illustrate using example.
 - Differentiate between Push Strategy & Pull Strategy.
 - Express how teaser campaigns create inquisitiveness in the minds of consumers.

Section II

- Long Answer type questions. Answer any three. 3 x 10 = 30**
- Analyze the relationship between Marketing & Marketing Environment. Also discuss its types.
 - Analyze & discuss the various types of product based on Tangibility & Consumer Involvement.
 - Describe the major function of marketing channel? Analyze & state why distribution channels are more suitable for performing these functions.
 - Explain the meaning of Branding. Discuss the different component of brand along with its significance.
 - Explain five promotional tools for increasing sales proceeds of a product in the market.

Section III

- Application based questions. Answer any one. 1 x 20 = 20**
- Explain with the help of diagram the important stages of product life cycle. Recommend few Strategies for each stage to gain competitive advantage.
 - “A Distribution channel is a method a company uses to get a product or service into the hands of a consumer as quickly as possible.” Explain the types of channels of distribution.
 - Explain the process involved in new product development with the help of practical illustration. Distinguish between Product Testing & Test Marketing.
