

**End Semester/Reappear (Semester II) Examination May 2025**
**Programme: BBA**
**Course: Marketing Management**
**Course Code:11CC104**
**Enrolment no. \_\_\_\_\_**
**Full Marks: 70**
**Time: 3 Hrs.**

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			
a	Define concept of a "Marketing Environment." Why is it important to study the Marketing Environment?	CO1	Understand	4 x 5 = 20
	or			
b	Explain the concept of Consumer Behaviour with suitable example.	CO1	Apply	
	or			
c	Explain what do you understand by Marketing research and its need.	CO2	Understand	
	or			
d	Describe the different basis for market segmentation in detail with suitable examples.	CO2	Remember	
	or			
e	Discuss what do you understand by product decision along with the different classification of product.	CO3	Understand	
	or			
f	Explain the concept of PLC and the importance of the product life cycle for companies	CO3	Understand	
	or			
g	Explain green marketing and network marketing with relevant examples.	CO4	Understand	
	or			
h	Describe the role of E-Commerce in today's digital age.	CO4	Understand	
	or			
<b>Section II</b>				
	<b>Long Answer type questions.</b>			
2	Explain the factors affecting the marketing environment, in detail.	CO1	Understand	3 x 10 = 30
	or			
3	Describe the traditional and modern concepts of marketing.	CO1	Understand	
	or			
4	Explain what you mean by segmenting the market, mention the different types of segmentation.	CO2	Analyze	
	or			
5	Explain the different types of targeting strategies in marketing.	CO2	Understand	
	or			
6	Explain the different Pricing Strategies in detail with suitable examples.	CO3	Analyze	
	or			
7	Explain distribution channel and types of distribution channel for consumer goods as well as Industrial goods.	CO3	Analyze	
	or			
<b>Section III</b>				
	<b>Application based questions</b>			
8	Discuss the importance of advertising as a vital economic function in modern business. Additionally, outline the key factors to consider when selecting advertising media for promoting electrical home appliances.	CO4	Evaluate	1 x 20 = 20
	or			
9	List the different promotional tools that businesses use to enhance sales, and provide a detailed explanation of any four key sales promotion methods.	CO4	Analyze	
	or			

**COURSE OUTCOME**

CO 1: Students will be able to identify the scope and significance of Marketing Domain in Industry.

CO 2: Students will be able to examine marketing concepts and phenomenon to current business events in the industry.

CO3: Students will be able to coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.

CO4: Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms.