

Mid-West University
Faculty of Management
Final Examination 2079

Level: BBS (1st Semester)

Subject: Marketing Management (MGMT 315)

Full Marks: 60

Pass marks: 30

Section A: Very Short Answer Questions

[10*1= 10 Marks]

Answer *All* Questions:

- Q1. Write the meaning of marketing management.
- Q2. Mention any three core components of marketing.
- Q3. What do you mean by internal marketing environment?
- Q4. Point out any three features of business buyer behavior.
- Q5. State any four requirements for effective market segmentation.
- Q6. Briefly explain the service product with an example.
- Q7. What does product packaging mean?
- Q8. List any four external factors that affect the price of a product.
- Q9. Give the meaning of physical distribution.
- Q10. Point out any four objectives of promotion.

Section B: Short Answer Questions

[3*8 = 24 Marks]

Answer Any *Three* Questions:

- Q11. Why can marketing be defined as an art and science? Briefly discuss the contemporary issues or challenges of marketing. (3+5)
- Q12. Define consumer buying behavior. What are the factors affecting consumer buying decisions? Explain with examples. (2+6)
- Q13. Why is branding so important in marketing? Is branding different from labeling? Explain with examples. (3+5)
- Q14. What do you mean by pricing? Briefly explain the methods of pricing. (2+6)
- Q15. What are the objectives of distribution? Describe the factors considered in the selection of suitable channels of distribution. (4+4)

Section C: Long Answer Questions

[2*13 = 26 Marks]

Answer Any *TWO* Questions:

- Q16. Define market? What are the objectives of market segmentation? Briefly explain the segmentation variables for the industrial market. (2+4+7)
- Q17. What is the product? What are the types of new products? Discuss the new product development process. (2+4+7)
- Q18. What do you mean by promotion mix? Briefly discuss sales promotion and personal selling with real-life examples. (3+7+3)

.....*Good Luck!!!*