

MID-WESTERN UNIVERSITY  
FACULTY OF MANAGEMENT  
FINAL EXAMINATION: 2073  
BACHELOR OF BUSINESS STUDIES (BBS)  
SEMESTER - I

Subject: Marketing Management

Course Code: MGMT 335

Full Marks: 100

Time: 3 Hours

*You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.*

**SECTION A: VERY SHORT ANSWER QUESTIONS(10X2 = 20 MARKS)**

Answer **ALL** questions.

- Q1. Define accessory equipment.
- Q2. Write two functions of distribution channels.
- Q3. What is a new product?
- Q4. Illustrate the importance of market segmentation.
- Q5. Who are retailers and wholesalers?
- Q6. What is a service?
- Q7. Define advertising in a single sentence.
- Q8. What do you mean by price change?
- Q9. Define the term channel.
- Q10. State the components of marketing mix.

**SECTION B: SHORT ANSWER QUESTIONS(6X8 = 48 MARKS)**

Answer any **SIX** questions.

- Q11. What are the basic requirements for effective segmentation? Explain. (8)
- Q12. What do you mean by target market? Explain its types. (3+5)
- Q13. What is price? Explain the new product pricing strategies. (3+5)
- Q14. Differentiate between institutional and government markets. (8)
- Q15. Highlight the micro factors of marketing environment. (8)
- Q16. Describe the marketing communication process. (8)
- Q17. What do you mean by consumer behavior? State and explain consumer buying decision process. (3+5)
- Q18. Write short notes (On any two): (2x4)
  - a) Branding
  - b) Packaging
  - c) Labeling.

**SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)**

Answer any **TWO** questions.

- Q19. What do you mean by marketing? Discuss about the concept of marketing. (4+12)
- Q20. What is Product life cycle (PLC)? Explain the product life cycle of product in your own words. (4+12)
- Q21. Define personal selling. Describe all the steps in personal selling process. (4+12)

