

MID-WESTERN UNIVERSITY  
EXAMINATIONS MANAGEMENT OFFICE  
MAKE-UP EXAMINATION: 2018  
BACHELOR OF BUSINESS STUDIES (BBS)  
SEMESTER – I

Subject: Marketing Management  
Full Marks: 60

Course Code: MGMT 315  
Time: 3:00 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 (10 X1 = 10 MARKS)**

*Answer ALL questions.*

- Q1. Differentiate between selling concept and modern marketing concept.
- Q2. Point out the types of buying behavior.
- Q3. What do you mean by product positioning?
- Q4. What do you understand by trade mark?
- Q5. Give any two reasons for price change.
- Q6. List out the macro factors of marketing environment.
- Q7. Write two functions of distribution channels.
- Q8. What is a service?
- Q9. Define the term channel.
- Q10. State the components of marketing mix.

**SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)**

*Answer any THREE questions.*

- Q11. Specify some of the major trends and forces that are changing the marketing landscape. 8
- Q12. "Advertising is an important part of marketing." Describe the considerations of selecting advertising media. 8
- Q13. Differentiate between institutional and government markets. 8
- Q14. Write short notes (On any two): 4+4
  - a) Branding
  - b) Packaging
  - c) Labeling.

**List SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)**

*Answer any TWO questions.*

- Q15. Write the concept of marketing and describe the channel design decision in marketing. 13
- Q16. What is consumer behavior? Explain the buying decision process for new product. 3+10
- Q17. What is new product? Explain the product life cycle process of a product. 4+9

