

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2020
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER-I

Subject: Marketing Management Course Code: MGMT 315
Full Marks: 60 Time: 3 Hours

Candidates are required to answer the questions in their own words as far as practicable.

GROUP A: VERY SHORT ANSWER QUESTIONS (10X1=10 MARKS)

Attempt ALL the questions.

- Q1. Write the two scopes of marketing.
Q2. What do you mean by 4Ps?
Q3. List out the types of buying behavior.
Q4. Distinguish between wholesalers and retailers.
Q5. Briefly explain the concept of branding.
Q6. What are the two major factors affecting price determination in the market?
Q7. Give the meaning of product in a single sentence.
Q8. What do you mean by retailers?
Q9. Define advertising in short.
Q10. Point out the two functions of distribution channels.

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

Attempt any THREE questions.

- Q11. What do you mean by marketing? Explain the product and selling concept of marketing. [2+6]
Q12. Define marketing channel. Differentiate between direct and indirect marketing channels. [2+6]
Q13. What are the trends and forces that are changing the marketing land scope? [8]

Q14. How do the consumers complete their buying process? Discuss.[8]

Q15. Write short notes: [4+4]

- a. Product Lifecycle
- b. Market Targeting

GROUP C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Attempt any TWO Questions.

- Q16. Explain the concept of personal selling. What are the different steps in personal selling process? Discuss. [3+10]
Q17. What are the basic requirements for effective market segmentation? Discuss the consumer and business market segmentation. [3+10]
Q18. Define the term advertising as a tool of promotion. Discuss the advertising strategy to promote the market. [3+10]

