

Code : 302105

BBA 1st Semester Theory Examination, 2017

Marketing Management-I

Time : 3 Hrs

Full Marks : 60

Instructions :

- (i) There are **Seven** questions in this Paper.
- (ii) Attempt **Five** questions in all.
- (iii) **Question Nos. 1 & 2** are compulsory.
- (iv) The marks are indicated in the right side margin.

1. Choose correct answer (any six) of the following:

6×2=12

(a) Which of the following is central to any definition of marketing?

- (i) Making a profit
- (ii) Making a sale
- (iii) Demand management
- (iv) Transactions
- (v) Customer relationships

(b) Introducing new products to existing markets is an example of:

- (i) conglomerate diversification
- (ii) vertical diversification
- (iii) horizontal diversification
- (iv) concentric diversification

(c) When a company acquires a supplier through an acquisition strategy, this is referred to as:

P.T.O.

- (i) vertical marketing system
- (ii) horizontal integration
- (iii) forward integration
- (iv) backward integration

(d) When backed by buying power, wants become _____

- (i) physical needs
- (ii) demands
- (iii) social needs
- (iv) exchanges
- (v) self-esteem needs

(e) Selecting which segments of a population of customers to serve is called _____.

- (i) managing the marketing effort
- (ii) target marketing
- (iii) customization
- (iv) positioning
- (v) market segmentation

(f) Which of the following reflects the marketing concept philosophy?

- (i) "You won't find a better deal anywhere."
- (ii) "When it's profits versus customers' needs, profits will always win out."
- (iii) "We're in the business of making and selling superior products."
- (iv) "We don't have a marketing department, we have a customer department."

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(g) Which of the following is the term for customers who make repeat purchases and tell others about their positive experiences with a product or service?

- (i) full partners
- (ii) butterflies
- (iii) satisfied customers
- (iv) social customers
- (v) customer evangelists

(h) Greater consumer control means that companies must rely more on marketing by _____ than by _____.

- (i) socialization, information
- (ii) producing; selling
- (iii) inspiration; competition
- (iv) interruption; involvement
- (v) interaction; intrusion

(i) Most companies today enter a new market by serving a _____, and if this proves successful they

- (i) single market segment; add segments
- (ii) target market; reposition
- (iii) few segments; add more segments
- (iv) multitude of segments; add more segments
- (v) niche; differentiate

P.T.O.

(j) An increasingly large number of firms are changing the organizational focus from to

- (i) product management; functional management
- (ii) brand management; customer relationship management
- (iii) territory management; functional management
- (iv) product management; territory management
- (v) global management; regional management

2 Answer briefly any three questions: $3 \times 4 = 12$

- (a) Write a note on micro marketing environment.
- (b) Illustrate product positioning with examples.
- (c) Define 'Pricing'. List the factors that affect the pricing decisions in an organization.
- (d) Differentiate between marketing and selling.
- (e) Discuss the functions of physical distribution.

Answer any three of the following: $3 \times 12 = 36$

- 3. Describe the process of 'new product development' in detail.
- 4. Discuss the various stages of product life cycle.
- 5. 'Sales promotions are conceived with certain objectives in mind of marketers.' Support your answer with examples.
- 6. Discuss the significance of channels of distribution in marketing. What are its main components?
- 7. Illustrate the different pricing strategies with suitable examples.
