

**B.B.A. 1st Semester Exam., 2019**

**MARKETING MANAGEMENT—I**

Time : 3 hours

Full Marks : 60

**Instructions :**

- (i) All questions carry equal marks.
- (ii) There are **SEVEN** questions in this paper.
- (iii) Attempt **FIVE** questions in all.
- (iv) Question Nos. 1 and 2 are compulsory.

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

- (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

- (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 its 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."
  - (v) "We build them so you can buy them."
- (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
- (j) An increasingly large number of firms are changing their 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 the following short essay-type questions  
(any three) :

- (a) What are the four P's in marketing?
- (b) Write short notes on buying, selling and assembling.
- (c) What is segmentation?
- (d) Mention the major influencers of consumer behaviour.
- (e) Define augmented product.

Answer the following long answer-type questions :

- 3. What are the characteristics of an effective marketing mix?
- 4. What are the different features of product differentiation?
- 5. Explain clearly the production, product sales, marketing and societal marketing concept of marketing.
- 6. Explain the following :
  - (a) Sales concept
  - (b) Product concept
  - (c) Production concept
  - (d) Marketing concept
- 7. How micro- and macro-environments influence marketing decisions?