

**BBA (H) Semester IV Examinations, 2022**

**Subject: Marketing Management**

**Paper: BBA-4.1**

**Time: 4 Hours**

**Full Marks: 80**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**Answer Q. 1 and any five from the rest.**

1. **Answer any ten questions:** **2 × 10 = 20**
- (a) Define marketing.
  - (b) Define selling
  - (c) What is promotion?
  - (d) What is distribution?
  - (e) Define brand
  - (f) What is Product Life Cycle?
  - (g) What is distribution channel?
  - (h) Define product line.
  - (i) Define Product mix.
  - (j) Define advertising.
  - (k) Define sales promotion.
  - (l) Distinguish between customer and consumer.
  - (m) What is personal selling?
  - (n) What is microenvironment with respect to marketing?
  - (o) Define publicity.
2. Distinguish between marketing and selling stating features of each. 12
3. What is marketing mix? Explain its components. 2+10=12
4. Explain different stages of Product Life Cycle. 12
5. Explain different factors influencing consumer behaviour. 12
6. Explain the communication process stating the components of it. 12
7. Explain various factors responsible for the selection of distribution channels. 12
8. Distinguish between (a) advertising and sales promotion (b) advertising and personal selling. 6+6=12
9. Explain various macro-environmental factors influencing marketing practices. 12
10. Write notes on any two: 6×2=12
- (a) Pricing
  - (b) Consumer vs. Industrial products
  - (c) Marketing research

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