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**3rd SEMESTER EXAMINATION – BBA
NOV – DEC 2009**

**MARKETING MANAGEMENT
(HONOURS)**

MKMA3301

Monday, December 14, 2009

09:30 am to 11:30 am

Time allowed: 2 hours

Full Marks: 50

Instructions:

- Use fountain pen or ball-point pen of blue or black ink.
- Answer in own words as far as practicable.
- Do not write anything on the Question paper other than Roll No.

GROUP - A

(Answer ANY FIVE Questions)

(5 x 2 = 10)

1. (i) What do you understand by the term 'promotion mix'?
- (ii) State briefly the significance of the 4 P's in marketing?
- (iii) What do you mean by 'marketing environment'?
- (iv) What is the significance of a brand name?
- (v) Explain the concept of 'customer satisfaction'.
- (vi) State any TWO functions performed by channel intermediaries.
- (vii) 'People' is the most important element of the services marketing mix – do you agree?
Comment.
- (viii) How does advertising differ from publicity?

GROUP-B

(Answer ANY FOUR Questions)

(4 x 10 = 40)

2. (a) What are the different types of distribution channels?
- (b) Under what circumstances would you prefer mass distribution channels (multi-brand outlets) or exclusive distribution channels (company licensed or franchised outlets)?
Give suitable examples to support your answer. (4+6=10)
3. (a) Why would a firm resort to market segmentation?
- (b) Examine the major bases of market segmentation.
- (c) Suggest suitable parameters for segmenting the market for (any two) :
 - (i) computers.
 - (ii) ready-made garments.
 - (iii) toilet soaps. (2 + 4 + 4 =10)
4. The concept of Product Life Cycle (PLC) is an important tool for marketing decision making. With reference to the above statement:
 - (i) Identify the four stages of the PLC aided by a diagram.
 - (ii) Suggest marketing strategies to be adopted at the introductory stage. (4 + 6 = 10)
5. (a) Articulate the points of distinction between Consumer Buying Behaviour and Organizational Buying Behavior.
- (b) 'Customer is the King, and can do no wrong'. – Discuss the implication of this marketing philosophy. (6 + 4 = 10)
6. Give an overview of the extended marketing mix for services with suitable examples. (10)
7. Write short notes on (any two): (5 x 2 = 10)
 - (a) Marketing research process.
 - (b) SWOT analysis.
 - (c) Significance of branding to a marketer.
 - (d) Consumer-oriented sales promotion techniques.
