



'সমানো মন্ত্র: সমিতি: সমানী'

UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2023

CC9-BBA (402)

MARKETING MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any *two* questions from the following

12×2 = 24

1. Discuss the significance of promotion mix in marketing. Explain the characteristics of any four elements of the promotion mix and contrast them. 4+8
2. Discuss the key psychological and personal factors influencing consumer buying behaviour. 12
3. Explain the different levels of distribution channels. What factors influence the selection of the distribution channel? 4+8
4. How segmentation and targeting are interrelated with each other? Explain the process of positioning a product in the market. 6+6

GROUP-B

5. Answer any *four* questions from the following :

6×4 = 24

- (a) Discuss the cost-based and demand-based methods of price determination. 6
- (b) Define service marketing. How can you differentiate product marketing from service marketing? 6
- (c) Explain different tools of sales promotion used by marketers. 6
- (d) What are the criteria for choosing brand elements to build brand equity? 6
- (e) Explain how the choice of marketing mix depends on the PLC. 6
- (f) Define branding. What are its advantages? 2+4

GROUP-C

6. Answer any *four* questions from the following:

3×4 = 12

- (a) Distinguish between marketing and selling. 3
- (b) Distinguish between advertisement and publicity. 3
- (c) What is a product line? 3
- (d) Write three characteristics of service. 3
- (e) Explain the 7Ps of marketing. 3
- (f) Explain bundle pricing. 3

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