



**WEST BENGAL STATE UNIVERSITY**  
BBA Honours 3rd Semester Examination, 2020, held in 2021

**BBAACOR05T-BBA (CC5)**

**MARKETING MANAGEMENT**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.*

*Candidates should answer in their own words and adhere to the word limit as practicable.*

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What is “Green Marketing”?
  - (b) What do you mean by “Brand”?
  - (c) How do you define International Marketing?
  - (d) Define Market Environment.
  - (e) Define the term “Market Segmentation”.
  - (f) Give the idea of Rural Marketing.
  - (g) What is Digital Marketing?
  - (h) What is Product Differentiation?
  - (i) Define Price Skimming.
  - (j) Define socio-cultural environment of a business.
  - (k) What do you mean by competition-oriented pricing?
  - (l) Define the term “Targeting”.
  - (m) What is Included Demand?
  - (n) Define Product Life cycle.
  - (o) What is positioning?
2. Answer any **four** questions from the following: 5×4 = 20
- (a) Distinguish between advertising and sales promotion.
  - (b) Write short note on Integrated Marketing Concept.
  - (c) Can anything be branded?
  - (d) Distinguish between Rural Marketing and Retail Marketing.
  - (e) Explain the significance of Price Penetration.
  - (f) Write short note on pricing strategy for service related products.
  - (g) Briefly explain the importance of Rural Marketing.
  - (h) Explain the importance of Pricing Decisions.
  - (i) Discuss about the strategic brand management process.
  - (j) Distinguish between Product Depth and Product Consistency.
  - (k) Differentiate between brand and product.
  - (l) What is meant by Branding opportunities?

**Answer any two questions from the following**

10×2 = 20

3. Explain the various strategies adopted in different stages of PLC.
4. Discuss the various stages involved in new product development.
5. Enumerate the scope of marketing in the context of modern business.
6. Explain the different bases of Market Segmentation.
7. Discuss the need of Green Marketing and Services Marketing.
8. Describe the role of public relations as an element of promotion mix.

**N.B. :** *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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