

**2023**

**BUSINESS ADMINISTRATION**

**Paper : BBAHC3066**

**( Principles of Marketing )**

Full Marks : 80

Pass Marks : 32

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**1. Choose the correct answer (any six) :      1×6=6**

**(a) Which one is not a part of 4 P's?**

**(i) Product**

**(ii) People**

**(iii) Price**

**(iv) Place**

**(b) According to Philip Kotler, marketing is**  
\_\_\_\_\_.

**(i) a science**

**(ii) an art**

**(iii) both science and art**

**(iv) None of the above**

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- (c) Producer, wholesalers and retailers act as a unified system to form a
- (i) vertical marketing system
  - (ii) horizontal marketing system
  - (iii) traditional marketing system
  - (iv) hierarchical marketing system
- (d) Select the strategic marketing planning tool.
- (i) BCG matrix
  - (ii) Market analysis
  - (iii) Consumer analysis and scanning model
  - (iv) Market vulnerability/business opportunity analysis
- (e) The major objective of any marketing activity is to
- (i) sell
  - (ii) promote
  - (iii) create
  - (iv) increase awareness
- (f) What is the major factor that differentiates a service from a product?
- (i) Ability
  - (ii) Intangibility
  - (iii) Price
  - (iv) Experience

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- (g) Which one of the following facts defined the break-even point?
- (i) Total revenue is less than total cost
  - (ii) Total revenue is same as total cost
  - (iii) Total profit is more than total cost
  - (iv) Total profit is less than total cost
- (h) Marketing is a process which aims at
- (i) production
  - (ii) profit-making
  - (iii) the satisfaction of customer needs
  - (iv) selling product
- (i) Which of the following forms of a market organization is the most prevalent in the manufacturing sector?
- (i) Manufacturing competition
  - (ii) Monopolistic competition
  - (iii) Oligopoly
  - (iv) Duopoly
- (j) In effective target market, marketers should focus on
- (i) market segmentation
  - (ii) market targeting
  - (iii) market positioning
  - (iv) All of the above

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2. Answer the following questions (any five) :

2×5=10

- (a) What is marketing environment?
- (b) What is new product?
- (c) What is retailer?
- (d) What is packaging?
- (e) What is product line?
- (f) What is sales promotion?
- (g) What do you mean by pricing?

3. Answer the following questions (any six) :

5×6=30

- (a) Write the characteristics of selling concept.
- (b) Write the importance of marketing environment for business.
- (c) Describe the different types of retailer.
- (d) Explain BCG matrix with the help of a diagram.
- (e) Explain product life cycle with the help of diagram.
- (f) Write the objectives of sales promotion.
- (g) Why is classification of consumer product important?

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- (h) Write the advantages of geographical pricing.
- (i) Explain the elements of promotion mix.
- (j) Explain the different types of promotional pricing.

4. Answer the following questions (any two) :

10×2=20

- (a) Explain five different components of marketing environment.
- (b) Write the difference between marketing concept and selling concept.
- (c) Explain the different types of product line decision.
- (d) Explain the four keys of branding decision.

5. Answer the following questions (any one) : 14

- (a) Explain the process of new product development.
- (b) Explain the steps involved in market segmentation.
- (c) Define product mix. Differentiate product mix from product line. Describe the product mix of any large company.

2+5+7=14

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