

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**

(2)

- (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

(3)

- (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

(4)

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?

(5)

- (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
