GLOBAL COLLEGE INTERNATIONAL

PRE BOARD EXAMINATION 2023

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

Subject: Marketing Management Course Code: MGT 424

Full Marks: 100 Time: 3:00 Hours

*You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.*

**SECTION B: SHORT ANSWER QUESTIONS (8** $×$ **5 = 40 MARKS)**

*Answer any EIGHT questions:*

1. Define Marketing. Explain the 7PS in marketing.[2+3]
2. Explain the process of consumer buying decision. [5]
3. What is product? Explain the consumer product and industrial product. [2+3]
4. Explain the bases for market segmentation. [5]
5. Define brand image, brand identity and brand equity with suitable examples. [5]
6. What is packaging? Explain the features of good packaging. [2+3]
7. Define channel of distribution? Explain the Vertical and Horizontal channel conflict.[2+3]
8. How does the buyers and competitors react to the price changes in the market? [5]
9. What are the factors that affect the internal marketing environment? [5]
10. List out the marketing concept. Explain societal and holistic concept of marketing. [2+3]

**SECTION C: LONG ANSWER QUESTIONS (3** $× $**10 = 30 MARKS)**

*Answer any THREE questions:*

1. Define promotion and explain the components of promotion mix with examples. [10]
2. What is marketing? Explain the importance of marketing to consumer and society. [4+6]
3. Explain the Life cycle of product along with the marketing strategies in each stage. [10]
4. Explain the factors affecting the selection of channel of distribution.[10]
5. What is market segmentation? Discuss the basic requirements for effective market segmentation. [3+7]

**SECTION D: CASE STUDY (15 MARKS)**

1. *Read a case given below and answer the following questions:* [15]

Mayas Collection, was a company carrying on business in cosmetics and perfumes. They were not following the marketing concept and were catering to a target market which was using their products. In other words, they only concentrated on what they would make, and did not bother about changes in preferences of their target market.

They were later joined by Mr. Joshi, a marketing graduate who advised the company regarding the changing consumer preferences, and the changes that were necessary to be incorporated in the product. He emphasized upon the income factors, and social factors only. He modernized the products to a great extent, and invested about 30 lakhs on new packing, etc. Even after six months of these changes brought about by him, the company did not seem to have a proportionate increase in sales.

The assistant manager and the product manager were not very happy with the changes, and thought that although an effort has been made in the right direction, some important factors concerning consumer behavior had been neglected.

**Questions:**

1. Do you agree with the assistant and product managers, and why? [5]
2. How is the business of cosmetics and perfumes positioned in the market? [5]
3. What other factors, if any, could have been considered? Elaborate in detail. [5]