GLOBAL COLLEGE INTERNATIONAL

MID-TERM EXAMINATION 2023

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

Subject: Marketing Management Course Code: MGT 424

Full Marks: 100 Time: 3 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. Explain the components of marketing mix. [5]
2. Discuss the core concept of marketing.
3. Explain the internal environment of marketing.
4. Explain the consumer buying process with reference to a mobile phone. [5]
5. Explain the requirements of effective segmentation. [5]
6. Discuss the channel of distribution for consumer products. [5]
7. What is channel conflict? Explain the causes of channel conflict.
8. Explain any three factors that affect consumer buying decision. [5]
9. Define Marketing. Explain the process of marketing.
10. Write short notes on : (2.5+2.5)
11. Market Structure
12. Marketing Strategies
13. Market Positioning

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

*Answer any THREE questions:*

1. Define market segmentation. Explain the segmentation variables for consumer markets. [3+7]
2. What is buying motive? Explain its types. [10]
3. Explain the different concepts of marketing [10]
4. You are the marketing manager of the 5 star hotel, in this context explain the importance of marketing. [10]
5. Do you think marketing is affected by environmental factors? If, so, discuss the external environmental factors that affect marketing.

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

*16. Read a case given below and answer the following questions:*

High-end fashion brand XYZ Inc. is launching a new line of luxury handbags targeting affluent consumers, but faces intense competition. The company has decided you to be hired as a Marketing manager. Your role as marketing manager would be to determine the most effective marketing mix, market segmentation and channel of distribution to use for the launch of the new handbag line. You must consider the product, price, promotion, place, and people elements of the marketing mix, the characteristics of the target market, and the most suitable channels of distribution for the new product. The company also had conducted a competitive analysis to gather information on the marketing strategies, target markets and channels of distribution of rival luxury fashion brands.

Through market research and competitive analysis, they develop a unique and high-quality product, targeting consumers and exclusive distribution channels through high-end department stores and luxury boutiques.

**Questions:**

Q1. Based on your findings in XYZ Inc. which aspect of a marketing mix would you prefer to implement

Q2. As a Marketing Manager of the XYZ Inc. which segment of the market should be prioritized that focuses on creating a unique and high-quality product,

Q3. How does channel of distribution strategy help XYZ Inc. selling the handbags through exclusive high-end retailers.