

**2025**

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : BBAA-404-CC8**

**(Marketing Management)**

**Full Marks : 75**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Group - A**

**(Marks : 20)**

**1. Answer *any ten* questions :**

**2×10**

- (a) Define marketing.
- (b) What is market offering?
- (c) What is a B2B market?
- (d) Mention the 4P's of marketing.
- (e) What is branding?
- (f) What is STP concept?
- (g) State any two objectives of pricing.
- (h) What is niche marketing?
- (i) Describe the benefit of market segmentation.
- (j) What is PLC?
- (k) State any two differences between a product and service.
- (l) What are the different activities involved in marketing?
- (m) List out the components of micro-environment.
- (n) What is promotion mix?
- (o) What is a zero level channel? Give an example.

**Please Turn Over**

**(1641)**

(2)

**Group - B**  
**(Marks : 25)**

2. Answer *any five* questions :

5×5

- (a) What are the unique characteristics of services? Give appropriate examples.
- (b) Differentiate between marketing and selling.
- (c) Explain BCG matrix as a strategic marketing tool.
- (d) How do product mix differ from a product line? Explain using suitable examples.
- (e) Mention the major bases for segmenting customer market.
- (f) What is sales promotion? Explain any two consumer promotion tools using appropriate examples.
- (g) Identify the kind of distribution intensity (intensive, selective or exclusive) that would be suitable for the following products using proper reasoning :
  - (i) Lewis Vuitton handbags
  - (ii) Amul butter
  - (iii) LG refrigerators.
- (h) Briefly explain the concept of differential pricing.

**Group - C**  
**(Marks : 30)**

3. Answer *any three* questions :

10×3

- (a) Explain in detail the nature and scope of marketing using appropriate examples.
  - (b) Discuss how the demographic and socio-cultural environment affects marketing decisions. Illustrate your answer with examples from the Indian market.
  - (c) Explain suitable marketing strategies for Introduction and maturity stages of PLC.
  - (d) Write short notes on (*any two*) :
    - (i) Psychographic Segmentation
    - (ii) Significance of Labelling
    - (iii) New Product Development Process
    - (iv) Type of Retailers.
  - (e) Compare and contrast the production-oriented, sales-oriented and market-oriented marketing approaches.
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