

2026

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

1. Answer **any ten** questions :

2×10

- (a) What is selling concept in marketing?
- (b) Define holistic marketing.
- (c) What is Product Life Cycle (PLC)?
- (d) What is an umbrella brand? Give an example.
- (e) What is labelling?
- (f) Define promotion mix.
- (g) Mention any two bases for segmenting consumer markets.
- (h) What are marketing channels?
- (i) Define public relations.
- (j) A shampoo brand targets only rural women consumers. Identify the targeting strategy used.
- (k) What are the 7P's of services marketing?
- (l) What is new product development?
- (m) What is a product mix?
- (n) What is differential pricing? Give an example.
- (o) An online shopping platform offers 'Buy One Get One Free' deals during festive sales. Which promotional tool is being used?

Group - B

2. Answer **any five** questions :

5×5

- (a) Explain the unique characteristics of services using suitable illustrations.
- (b) Describe the BCG matrix and its categories.

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- (c) Explain the impact of the following on the marketing decision-making :
- Economic Environment
 - Technological Environment.
- (d) How is undifferentiated marketing strategy different from differentiated marketing strategy? Give examples to classify your answer.
- (e) Discuss various positioning strategies citing examples from the industry.
- (f) Explain demographic and psychographic segmentation with suitable examples.
- (g) A mobile phone brand experiences rapidly increasing sales and rising competition in the market. Identify the stage of PLC and suggest suitable marketing strategies.
- (h) How would you differentiate between convenience goods, shopping goods and speciality goods? Give suitable examples.

Group - C

Answer *any three* questions.

- Differentiate between micro-environment and macro-environment.
 - An international fast food chain modifies its menu according to Indian cultural preferences. Explain the implications of the cultural environment on marketing strategies using suitable examples. 5+5
- Compare the marketing strategies used during the introduction stage and the decline stage of the Product Life Cycle. 10
- Explain in detail, the new product development process. 10
- Discuss the internal and external factors affecting pricing decisions.
 - A ride-sharing company charges fares according to demand and traffic conditions. Discuss the pricing strategy involved. 5+5
- Differentiate between wholesaling and retailing.
 - Explain the role played by different wholesalers. 5+5