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Sl. No.....

Form No. Ex- 8
Particulars about the candidate
and the subject are checked thoroughly
and corrected where necessary.

CENTRE ROLL:.....

Invigilator

Seal & Signature of Officer-in-Charge

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
BBA 2st Year (back) Examination 2013

Paper (VII) : Marketing Management

Enrolment Number. | | | | | | | | | | |

Medium of Answer.....

Question No.	Marks
Total =	

INSTRUCTIONS TO CANDIDATES

1. This booklet contains..... Pages numbering.....
2. An Examinee is allowed to bring only Admission Card and Identity Card to the Examination Hall. Any Examinee found in possession of loose papers, books etc. is liable to be Expelled.
3. Enrolment No. and Medium of answer must be written legibly at the specified places. Examinee's name and any other identifying mark which reveals examinees identity shall not be written anywhere in the script.
4. For Making calculations, only the last page provided for rough work shall be used.
5. No pages of the script be torn out .
6. Calculators will not be allowed for making calculations in the examination hall. ***MOBILE PHONES are strictly prohibited in the examination Centre.***
7. No candidate will be allowed to leave or go out of the hall during the First hour of the Examination.
8. A candidate having completed his/her answer, the script must be handed over, to an invigilator before leaving the hall.
9. Contravention of any of the instructions mentioned above shall render a candidate liable for disciplinary action as per regulations of the University.

Examiner's Signature_____

Scrutiniser's Signature_____ Head Examiner's Signature:_____

KKHSOU BBA 2ND YEAR Examination 2013

Subject : BBA

Paper - 7 : Marketing Management

Time : 3 Hrs. Full Marks : 80

1. Answer the following questions $1 \times 8 = 8$
   (a) Define the term marketing.
   (b) What is market positioning?
   (c) What do you understand by the term 'brand'?
   (d) Define logistics.
   (e) What is advertising?
   (f) What do you mean by sales quota?
   (g) Mention one factor which effects product life cycle.
   (h) What do you mean by consumer behaviour?

2. Answer the following questions $2\times8 = 16$

(a) What is market segmentation?

(b) Mention two objectives for product diversification.

(c) What is product branding?

(d) Enumerate the functions of physical distribution.

(e) State two market positioning strategies.

(f) State two objectives of marketing.

(g) State two bases on which consumer market segmentation can be done.

(h) Mention the different forms of promotion.

3. Answer any five questions from the following $4 \times 5 = 20$

(a) State the difference between selling and marketing concept.

(b) What are the major types of retailers?

(c) State the different channels of direct marketing.

(d) Explain the role of pricing in marketing strategy.

(e) What is the difference between pull and push marketing policy?

(f) Why do you think promotion is necessary to sale a product?

(g) Explain the additional 3Ps of service marketing?

4. Answer any two questions from the following $8 \times 2 = 16$

(a) Discuss the reasons for the growth of the service sector.

(b) Explain the main steps involved in developing channel design.

(c) Explain the advantages and disadvantages of direct marketing.

5. Answer any two questions from the following $10 \times 2 = 20$

(a) What are the essential features or attributes of a product? Explain all the steges of a product life cycle.

(b) What is physical distribution? Explain the different modes of transportation with their advantages and disadvantages.

(c) Discuss the whole process of new product development.