



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA LL.B. Honours 5th Semester Examination, 2021

MARKETING MANAGEMENT

PAPER CODE: FC12

Time Allotted: 3 Hours

Full Marks: 100

The figures in the margin indicate full marks.

The students are advised to follow the word limit mentioned below strictly while answering questions.

The marks will be deducted if answers exceed word limit.

16-20 marks- 400 words / 10-15 marks- 300 words / 6-9 marks- 200 words / 2-5 marks- 100 words

Answer Question No. 7 compulsorily and any four questions from the rest

1. A company wants to establish a long term relation with its customer. Should the company focus on marketing or sales for that and why? Also state the difference between the two. 10+10
2. (a) Explain the product life cycle of Nokia cell phone form the year 2001 to 2013. Take the help of a diagram to establish its product life cycle. 10+10
(b) Mr. X is the marketing manager of an automobile company. As a marketing manager, he wants to have a quick growth of sales in the company. Which tool of promotion mix should he apply and why?
3. A newly launched product in the market is confused to choose right pricing policies. What would be your opinion if you would have been the marketing manager of such company and also state why you will not choose other pricing strategies for the new product. 2+8+10
4. (a) Explain the role of rural marketing in a country like India. 10+6+4
(b) Why consumer behaviour study is more important in a country with larger population as compared to other countries with lesser population?
(c) What is the need of having an USP of a product, especially in today's world?
5. XYZ Ltd. wants to launch new product. What are the steps that the company has to go through before launching the new product? 20

6. (a) Why green marketing is considered to be the future of marketing? 8+12
(b) Explain the marketing mix with the help of an example.
7. Write short notes: (attempt any *four* questions) 5×4 = 20
(a) Branding
(b) Advertising
(c) Product Mix
(d) Marketing Environment
(e) Distribution Channel
(f) Physical Distribution.

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