



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL
BBA LL.B. Honours 5th Semester Examination, 2022

MARKETING MANAGEMENT

PAPER CODE: FC12

Time Allotted: 3 Hours

Full Marks: 100

*The questions are of equal value
The figures in the margin indicate full marks.*

Answer any *four* questions and Question No. 7 is compulsory to attempt

1. (a) Explain the various determinants of Consumer Behaviour. 10
(b) State and explain the phases of Product Life Cycle (PLC). 10
2. (a) What do you mean by Sales Promotion? 6
(b) Explain the concept of New Product Development. 14
3. (a) What do you mean by Marketing Mix? 10
(b) Explain the difference between Sales and Marketing. 10
4. (a) Explain the various distribution channels. 10
(b) State and explain the Models of Buyer behaviour. 10
5. (a) State and explain the needs of Sales Promotion. 10
(b) Explain the factors affecting the price of a product or service. 10
6. (a) Explain the concept of Product Mix. 10
(b) State and explain the difference between modern and traditional marketing. 10
7. Write short notes: (any *four*) 5×4 = 20
 - (a) Brand
 - (b) Green Marketing
 - (c) Advertising
 - (d) Marketing Environment
 - (e) Rural Marketing
 - (f) SERVQUAL.

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