



‘समानो मन्त्रः समितिः समानी’

UNIVERSITY OF NORTH BENGAL
BBA LL.B. Honours 5th Semester Examination, 2023

MARKETING MANAGEMENT

PAPER CODE: FC12

Time Allotted: 3 Hours

Full Marks: 100

The figures in the margin indicate full marks.

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

1. (a) Elaborate the importance of marketing as a business function. 10
(b) Explain the concept of Marketing Environment. 10
2. (a) Discuss the determinants of Consumer Behaviour. 10
(b) Explain the models of Buyer Behaviour. 10
3. (a) Discuss the organizational buying Behaviour. 10
(b) Explain the product life cycle. 10
4. (a) Elaborate the stages of New Product Development. 10
(b) Explain the concept of product mix. 10
5. (a) Discuss the importance of sales promotion. 10
(b) Explain the merits and demerits of Advertising Media. 5+5
6. (a) Explain the role of physical distribution of products. 10
(b) Discuss the unique features of Service Marketing. 10
7. Write short notes: (Attempt any **four**) 5×4 = 20
 - (a) Factors affecting pricing
 - (b) Pricing methods and strategies
 - (c) Green Marketing
 - (d) Rural Marketing
 - (e) Branding
 - (f) Methods of promotion.

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