

Seat No. : _____

AL-105

April-2025

B.B.A., Sem.-IV

DSC-C-242 : Marketing Management

(As per NEP 2020)

Time : 2:00 Hours]

[Max. Marks : 50

1. (A) (1) Define marketing research. What are the objectives of the market research ? **5**
(2) Explain the importance of marketing research. **5**
OR
(B) (1) Explain the process of market research. **5**
(2) How do marketing research applications play an essential role in guiding businesses ? Explain. **5**
2. (A) (1) What are the characteristics of services ? Explain. **5**
(2) Explain the “Flower of Services” model. **5**
OR
(B) (1) What are the 7Ps of services marketing ? **5**
(2) What is service quality ? Explain dimensions of service quality. **5**
3. (A) (1) What are the objectives of advertising ? **5**
(2) Explain the methods of setting the advertising budget. **5**
OR
(B) (1) What are the 5Ms of advertising ? Explain. **5**
(2) What is the AIDA model of advertising ? Explain. **5**
4. (A) (1) What are the advantages and disadvantages of print advertising ? **5**
(2) Explain out-of-home (OOH) advertising with suitable examples. **5**
OR
(B) (1) What are the advantages and disadvantages of TV advertising ? **5**
(2) What is transit advertising ? Explain its types with examples. **5**
5. Multiple Choice Questions (Attempt Any **Ten**) (**01** Mark Each) : **10**
(1) Company A fixes its marketing communication budget by observing the budget set by company B. This is an example of establishing budget by :
(a) Affordable method (b) Percentage of sales method
(c) Competitive parity method (d) Objective and task method
(2) Newsletters, catalogues and invitations to organization-sponsored events are most closely associated with the marketing mix activity of
(a) Pricing (b) Distribution
(c) Product development (d) Promotion

- (3) _____ is the process of creating an image for a product in the minds of targeted customers.
- (a) Segmentation (b) Target marketing
(c) Positioning (d) Promotion
- (4) In service marketing, apart from traditional four elements of marketing mix, there are three more elements, namely, people, process and _____.
- (a) Physical evidence (b) Publicity
(c) Packaging (d) All of the above
- (5) Which of the following is not an element of promotion mix ?
- (a) Branding (b) Advertisement
(c) Sales promotion (d) Personal selling
- (6) _____ is a paid form of communication by an identified sponsor.
- (a) Product (b) Service
(c) Advertisement (d) None of these
- (7) The four Ps are characterized as being _____.
- (a) Product, Positioning, Place and Price
(b) Product, Production, Price and Place
(c) Promotion, Place, Positioning, Production
(d) Product, Place, Price and Promotion
- (8) Advertising on television impacts more because
- (a) it has a huge reach
(b) products can be demonstrated
(c) advertisement of a product is repeated
(d) All of the above
- (9) Which of the following is not a characteristic of service marketing ?
- (a) Intangibility (b) Reparability
(c) Heterogeneity (d) Perishability
- (10) A market researcher spends time observing the behaviour of shoppers in a large shopping mall. This market researcher is collecting
- (a) Primary data (b) Valid data
(c) Secondary data (d) Shopping data
- (11) Television is a type of _____ media.
- (a) Broadcast (b) Print
(c) Outdoor (d) Online
- (12) Which of the following is not an element of service marketing mix ?
- (a) People (b) Packaging
(c) Process (d) Physical evidence
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