



বিদ্যাসাগর বিশ্ববিদ্যালয়

**VIDYASAGAR UNIVERSITY**

**2nd Semester Examination 2021**

**BBA (Hospital Management)**

**PAPER—GE2**

**MARKETING MANAGEMENT**

*Full Marks : 75*

*Time : 3 Hours*

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

Answer any *three* questions.

20×3

1. Define the term 'Marketing'. State the concept of 'Marketing Mix'. Differentiate between traditional marketing and modern marketing.  
4+8+8
2. What is product life cycle? Discuss the various stages of product life cycle. What kind of marketing strategies should adopt at various stages of product life cycle?  
2+8+10

3. What is 'Pricing'? Briefly discuss the demand-based pricing method. Discuss the various factors that affect pricing decision. 3+7+10
4. Discuss the concept of consumer behaviour. Discuss about the stages of consumer buying behaviour. 10+10
5. What do you mean by distribution channel? State the various types of distribution channel. State the factors determining choice of distribution channels. 3+8+9
6. Write short notes on the following (any *two*) : 10×2
- (a) New Product Development
  - (b) Sales Promotion
  - (c) Product Mix
  - (d) Positioning Strategies

**(Internal Assessment – 15 Marks)**

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