



বিদ্যাসাগর বিশ্ববিদ্যালয়

VIDYASAGAR UNIVERSITY

2nd Semester Examination 2022

BBA (Hospital Management)

PAPER—GE2B

MARKETING MANAGEMENT

Full Marks : 60

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.

1. Answer any six questions.

6×2

- (a) What is marketing management?
- (b) What do you mean by market segmentation?
- (c) What do you mean by product line? Give an example.
- (d) State the definition of personal selling.
- (e) Define positioning.

- (f) What do you mean by service marketing?
- (g) What is consumer behaviour?
- (h) What do you mean by new product development?
- (i) Define product mix.
- (j) What is advertising?

2. Answer any *four* questions. 4×12

- (a) What is product life cycle? Discuss the various stages of product life cycle? State the importance of product life cycle in marketing decision. 2+5+5
- (b) What do you mean by pricing? State the various objectives of pricing. Discuss the various factors that affects pricing decisions in marketing. 2+4+6
- (c) What do you understand by promotion? State the various purposes of promotion. Discuss briefly, tools that are used in sales promotion. 2+4+6
- (d) Define distribution channel of products. State the functions of distribution channel. Explain the various types of distribution channel with examples. 2+6+4
- (e) What is Personal selling? Discuss briefly different steps of personal selling with a hypothetical example. 3+9
- (f) Define service marketing. Explain the various features of services. 3+9
- (g) What is marketing environment? State the various macro-environmental elements. 3+9

(h) Write short notes on the following: (any *two*)

6+6

- (i) Marketing Mix
 - (ii) Outdoor advertising
 - (iii) Holistic marketing approach
 - (iv) Publicity.
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