



UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2021

CC9-BBA (402)

MARKETING MANAGEMENT

Full Marks: 60

ASSIGNMENT

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

Write any two of the following Assignments

30×2 = 60

1. Explain the concept of Product Life Cycle (PLC). Establish that the Marketing Mix has to be changed during the different stages of the Product Life Cycle. Present your answer with suitable example of a FMCG and a consumer durable. 30
2. (a) List out the major objectives of pricing policy. Discuss briefly the merits and limitations of mark-up pricing, penetration pricing and market-skimming pricing. 5+10
(b) What is the benefit of market segmentation? Decide the bases that can be used to segment markets for (i) Toothpaste, (ii) Garments and (iii) Car. 6+9
3. (a) Discuss the distinguish characteristics of services which make them different from goods. Also explain in what respect the strategy for marketing of services differ from strategies for marketing of goods. 20
(b) Write a short note on Sales Promotion strategy. 10

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