



UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2020

CC9-BBA (402)

MARKETING MANAGEMENT

Full Marks: 60

ASSIGNMENT

*The questions are of equal value.
The figures in the margin indicate full marks.*

Write any two Assignments

30×2 = 60

1. Define the concept of Marketing and illustrate with examples the probable objectives of marketing for a large-sized manufacturing and marketing firm. You are also required to briefly explain the significance of carrying out environmental analysis in marketing. 30
2. “The market is divided into homogenous units via segmentation.” — Explain the statement in details while mentioning the various bases of market segmentation. Also bring out the importance of product positioning in the present marketing environment. 30
3. Illustrate with suitable examples when and why personal selling is more effective than other methods of promotion. “Marketing of services is a new concept having unique features.” — Discuss the statement while highlighting the characteristics of services. Suggest an appropriate marketing mix for services. 30

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