



UNIVERSITY OF NORTH BENGAL
BBA Major 2nd Semester Examination, 2025

BBAHMAJ203-BBA
MARKETING MANAGEMENT

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any **two** questions from the following

12×2 = 24

1. Discuss the micro and macro components of marketing environment and explain their impact on marketing decisions. 6+6
2. (a) What factors should be considered while determining promotional mix? 6+6
(b) Briefly discuss the different pricing strategies used in marketing.
3. What is service marketing? How would you differentiate product marketing from service marketing? Discuss the strategies the marketers apply in service marketing. 2+5+5
4. Discuss the various stages of the product life cycle and the marketing strategies associated with each stage. 12

GROUP-B

5. Answer any **four** questions from the following:

6×4 = 24

- (a) Write a note on demographic and economic factors of marketing environment. 6
- (b) Distinguish between Segmentation, Targeting and Positioning. 6
- (c) What are the different types of marketing channel intermediaries? 6
- (d) Explain the BCG matrix. 6
- (e) Discuss three tools of sales promotion used in marketing. 6

GROUP-C

6. Answer any **four** questions from the following:

3×4 = 12

- (a) State the significance of advertising in marketing. 3
- (b) Why is branding of products important? 3
- (c) Distinguish between public relations and publicity. 3
- (d) Why is market testing important before launching a new product? 3
- (e) Distinguish between product differentiation and product diversification. 3
- (f) What is the importance of packaging and labelling in the marketing of products? 3

—x—



UNIVERSITY OF NORTH BENGAL
BBA Major 2nd Semester Examination, 2025

BBAHMAJ204-BBA
BUSINESS STATISTICS

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any two questions

12×2 = 24

1. (a) The following data relate to the score obtained by seven salesmen of a company in an intelligence test and their weekly turnover: 8+4

Salesmen	A	B	C	D	E	F	G
Score	10	12	13	16	17	20	25
Turnover	19	22	24	27	29	33	37

Obtain the regression equation of sales on intelligence test scores of salesmen.

- (b) From the following data, calculate Quartile Deviation:

25, 55, 65, 45, 15, 35

2. (a) From the following data, calculate the Coefficient of Mean Deviation: 6+6

Marks:	0-10	10-20	20-30	30-40	40-50
No. of Students:	5	10	30	40	15

- (b) Find the Standard Deviation and Variance from the following data:

Marks:	less than 0-10	less than 10-20	less than 20-30	less than 30-40	less than 40-50
Frequency:	3	7	18	23	14

3. (a) Find the first three central moments of the following frequency distribution: 6+6

Value (X):	12	15	21	25	27
Frequency (f):	2	4	3	2	1

- (b) Distinguish between Sampling Error and Non-sampling Error. How can these errors be minimised?

4. (a) Find the coefficient of correlation between the marks of 1st and 2nd Semester examinations: 6+6

Student	A	B	C	D	E	F	G
1 st Sem marks	63	60	67	61	69	70	35
2 nd Sem marks	61	65	64	63	68	60	37

- (b) Discuss the alternative methods of drawing a random sample from a given population.

GROUP-B

5. Answer any *four* questions: 6×4 = 24
- (a) Prove that the value of the correlation coefficient lies between +1 and -1. 6
- (b) The following table shows the data relating to the wages of two firms, Firm A and Firm B. Which of these two firms has greater variability in individual wages of the workers? 6

	Firm A	Firm B
Average Wages	₹50	₹45
Variance of wages	100	110.25
Number of workers	550	650

- (c) The AM of the following frequency distribution is 67.45 inches. Find the value of f_3 . 6

Height (inch):	60-62	63-65	66-68	69-71	72-74
Frequency:	15	54	f_3	81	24

- (d) Find the standard deviation from the following distribution: 6

Weight (kg)	44-46	46-48	48-50	50-52	52-54	Total
No. of persons	3	24	27	21	5	80

- (e) Find the mean deviation of the following distribution: 6

Marks:	15	20	25	30	35
No of students:	4	7	10	5	4

- (f) The following results were obtained from records of age (x) and systolic blood pressure (y) of a group of 10 women:

	x	y
Mean	53	142
Variance	130	165

$$\sum(x - \bar{x})(y - \bar{y}) = 1220$$

Find the appropriate regression equation and use it to estimate the blood pressure of a woman whose age is 45.

GROUP-C

6. Answer any *four* questions: 3×4 = 12
- (a) If the first quartile is 26 and the third quartile is 76, and coefficient of skewness is 0.2. Find Median. 3
- (b) If the Mean and Median are 48.40 and 49.10, respectively, then find the Mode. 3
- (c) The mean yearly salary paid to all employees in a company was ₹24 lakh. The mean yearly salaries paid to male and female employees were ₹25 lakh and ₹19 lakh respectively. Find out the percentage of male and female employees of the company. 3
- (d) The Geometric mean of three numbers such as 8, 12 and x is 12. Find the value of x . 3
- (e) Find the coefficient of mean deviation about the mean of 4, 8, 26, 45, 18, 33, 20. 3
- (f) The coefficient of correlation between two variables x and y is 0.52, and their covariance is +0.78. If the variance of x is 16, find the standard deviation of y . 3

—x—



‘समानो मन्त्रः सभिर्भिः समानी’

UNIVERSITY OF NORTH BENGAL
BBA Minor 2nd Semester Examination, 2025

BBAHMIN202-BBA

E-COMMERCE

Time Allotted: 2 Hours 30 Minutes

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any **two** questions from the following

12×2 = 24

1. Discuss the various features of e-commerce. Explain the B2C business model of e-commerce. 8+4
2. Explain the orientation and standardisation required for e-payment businesses. 12
3. What is e-banking? Discuss the merits and demerits of e-banking. 4+8
4. Explain the concept of e-governance. Briefly describe few e-governance interaction models. Give some examples of e-governance initiatives in India. 3+6+3

GROUP-B

5. Answer any **four** questions from the following:

6×4 = 24

- (a) State the vulnerabilities in an e-commerce environment. 6
- (b) What are the contents of a Digital Signature Certificate (DSC)? 6
- (c) State the acknowledgement of electronic records as per the IT Act, 2000. 6
- (d) What are the major security threats in e-commerce? 6
- (e) Explain the role of encryption and digital signatures in e-commerce. 6
- (f) What is cyber law? Mention its importance in e-commerce. 2+4

GROUP-C

6. Answer any **four** questions from the following:

3×4 = 12

- (a) Briefly discuss the merits and demerits of debit cards. 3
- (b) Mention three benefits of electronic fund transfer. 3
- (c) Give three examples of UPI-based payment systems. 3
- (d) What are the components of Electronic Data Interchange (EDI)? 3
- (e) What is a payment gateway? 3
- (f) State the benefits of e-tailing. 3

—x—