Name :	
Roll No. :	A American (Y Canada Jan Cardina)
Invigilator's Signature :	

CS/BHM (OLD)/SEM-7/HM-714/2011-12 2011 SALES & MARKETING

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

 $10 \propto 1 = 10$

- i) Which is not an open ended questionnaire ?
 - a) Completely unstructured
 - b) Story completion
 - c) Intention-to-buy scale
 - d) Word association.
- ii) Choose the old one out :
 - a) product b) packaging
 - c) price d) place.

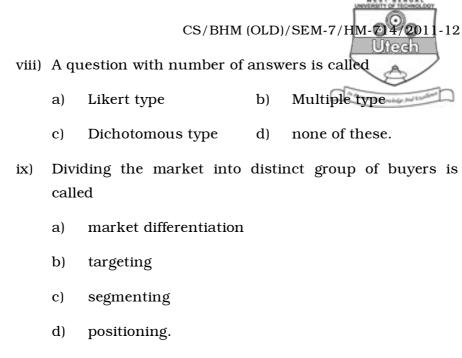
7510 (O)

[Turn over

CS/BHM	(OLD)	/SEM-7/HM-714/2011-1	2		
iii)	Paid promotion of a product by an identified sponsor is				
	a)	publicity	b)	sales promotion	
	c)	personal selling	d)	advertising.	
iv)	Whi	Which one of the following is a perishable product ?			
	a)	Car	b)	Biscuits	
	c)	Books	d)	Table.	
v)	The	The 4th step of personal selling process is			
	a)	Overcoming objections	i		
	b)	Negotiations			
	c)	Follow-up			
	d)	Presentation.			
vi)	Wha	/hat is cross selling ?			
	a)	The company's other p	rodu	ct sold to the customer	
	b)	Online sales of the product			
	c)	c) Involving 3rd parties to sell the product			
	d)	Selling direct produc customer.	et of	the company to the	
vii)	Full	Full form of PLC is			
	a)	People life cycle			
	b)	Packaging life cycle			
	c)	Price life cycle			

d) Product life cycle.

7510 (O)



x) Which one of the following is a good ?

- a) Lotion b) Bank
- c) Movie d) Restaurant Service.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \propto 5 = 15$

- 2. Define PLC with suitable examples and a diagram.
- 3. Define the personal selling process with an example.
- 4. Write a note on product classification.
- 5. What are the 4Ps of marketing ? Elaborate.
- 6. State promotion mix with suitable examples.

7510 (O)	3	[Turn over
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$\mathbf{GROUP}-\mathbf{C}$

(Long Answer Type Questions) Answer any *three* of the following. $3 \propto 15 = 45$

 State the importance of New Product Development and discuss the various stages.
7 + 8

- 8. What is Market Information System ? State the importance and benefits of Market Research. 5 + 10
- 9. What is pricing policy ? State the various factors to be undertaken while setting the price of the product or service. 5 + 10
- 10. Define communication and explain the process of
communication with its objectives.5 + 10