



Name : .....

Roll No. : .....

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 ∞ 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.    |

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[ Turn over



- iii) Paid promotion of a product by an identified sponsor is
- a) publicity
  - b) sales promotion
  - c) personal selling
  - d) advertising.
- iv) Which one of the following is a perishable product ?
- a) Car
  - b) Biscuits
  - c) Books
  - d) Table.
- v) The 4th step of personal selling process is
- a) Overcoming objections
  - b) Negotiations
  - c) Follow-up
  - d) Presentation.
- vi) What is cross selling ?
- a) The company's other product sold to the customer
  - b) Online sales of the product
  - c) Involving 3rd parties to sell the product
  - d) Selling direct product of the company to the customer.
- vii) Full form of PLC is
- a) People life cycle
  - b) Packaging life cycle
  - c) Price life cycle
  - d) Product life cycle.



- viii) A question with number of answers is called
- a) Likert type
  - b) Multiple type
  - c) Dichotomous type
  - d) none of these.
- ix) Dividing the market into distinct group of buyers is called
- a) market differentiation
  - b) targeting
  - c) segmenting
  - d) positioning.
- 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.  $3 \times 5 = 15$

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.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. 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

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