

Name :

Roll No. :

Invigilator's Signature :

CS / BHM(SEPARATE SUPPLE) / SEM-8 / HM-814 / 2011

2011

SALES AND 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 any *ten* of the following :

10 × 1 = 10

- i) Which of the following alternatives is the most important factor in modern marketing ?
 - a) Product
 - b) Process
 - c) Profit
 - d) Customer.
- ii) What does the term Customer value mean ?
 - a) Additional cost involved in getting additional product / service
 - b) Benefits derived from the product / service with respect to cost incurred
 - c) Economic and non-economic cost involved with the product / service
 - d) Additional features provided along with the product / service.

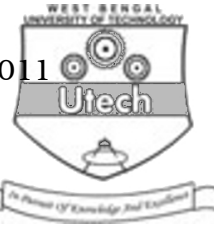


- iii) Which of the following is a primary strategic activity in the value chain ?
- a) Operation
 - b) Marketing and Sales
 - c) Outbound Logistics
 - d) All of these.
- iv) Identify the alternative which is not a social factor.
- a) Family
 - b) Reference Group
 - c) Attitude
 - d) Customer Action Group.
- v) Which of the following is not a step in the consumer decision-making process ?
- a) Problem negotiation
 - b) Idea screening
 - c) Information search
 - d) Evaluation of information.
- vi) Which of the following is the process of analyzing the company and the environment in which it is operating ?
- a) SWOT Analysis
 - b) Feed back mechanism
 - c) Environmental analysis
 - d) Industry analysis
- vii) Which of the following is at the top of the product hierarchy ?
- a) Product class
 - b) Product form
 - c) Product variation
 - d) Brands.



viii) Computers and calculators come under which category of Industrial Product ?

- a) Component parts b) Process material
 - c) Consumable supplies d) Accessory equipments.
- ix) Cars, photographic equipment, men's suits come under which classification of Consumer Goods ?
- a) Unsought goods b) Specialty goods
 - c) Convenience goods d) Shopping goods
- x) In which pricing approach does a retailer try to maintain a set price for an extended period of time ?
- a) Customary pricing b) Variable pricing
 - c) Flexible pricing d) Odd pricing.
- xi) Which type of retail institution sells standard merchandise at lower prices by accepting lower margins and sell it at a higher volume ?
- a) Department Store b) Catalogue Showroom
 - c) Off Price Retailer d) Discount Store.



GROUP – B

(Short Answer Type Questions)

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

2. Discuss how to attract and retain customers.
3. What are the basic activities in Corporate Strategic Planning?
4. Describe the various types of retailers.
5. What are the pricing objectives of the marketing organization ?
6. Bring out the SWOT Analysis of a 5 star hotel.

GROUP – C

(Long Answer Type Questions)

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

7. What is Strategic Business Planning ? What are the different stages involved in Strategic Business Planning ?
8. Discuss the global trends in retailing and also trends in retailing in India.
9. Discuss the various determinants of Consumer Behaviour.
10. What are the various methods of setting prices ? What is the role played by Demand in the process of pricing of product ?
11. What are the different Product Mix strategies a marketer may adopt ?
12. Write short notes on any *three* of the following :
 - a) Customer Profitability
 - b) Discriminative Pricing
 - c) Online marketing
 - d) Relationship Marketing
 - e) Direct Marketing.