	/ Utech
Name :	
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Invigilator's Signature :	

# CS/BHSM/SEP.SUPPLE/SEM-6/HPM-606/2012 2012 MARKETING AND SALES

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:  $10 \times 1 = 10$ 
  - The process of planning and executing the conception, pricing, promotion, that satisfy individual or organizational goals is known as
    - a) Sales

- b) Marketing
- c) Promotion
- d) Transaction.
- ii) Charging customer differently for the same product is known as
  - a) discriminatory pricing
  - b) product mix pricing
  - c) experience curve pricing
  - d) geographical pricing.
- iii) The opportunity to compete the marketers is known as
  - a) Designing product
- b) product quality
- c) product differentiation d) service differentiation.

SS-219 [ Turn over

# CS/BHSM/SEP.SUPPLE/SEM-6/HPM-606/2012

iv)	mus	r the process of effect of focus their attention ments.		segmentation marketers a the market
	a)	selecting	b)	media coverage
	c)	sales promotion	d)	targeting.
v)	The set of all the products that an organization offers to its customers is known as			
	a)	classification models	b)	industrial relations
	c)	product mix	d)	services marketing.
vi)		the products		l services might be a and retailers.
	a)	Segmenting	b)	Pricing
	c)	Analyzing	d)	Determining.
vii)	Mar	keting is		
	a)	a system approach		
	b)	strategy		
	c)	execution		
	d)	organization developm	ent.	
viii)	How	is a brand name differ	ent fr	om a brand mark ?
	a) The brand name has legal protection but a brand mark does not			
	b)	A brand name can b cannot	e utt	ered but a brand mark
	c)	A brand name is visible	le bu	t a brand mark is not
	d)	A brand name is customer but a brand	_	nized by the targeted a is not.
ix)	If a travel agency tells a customer that his child would be accommodated free of cost in the hotel at the tourist spot, then the activity of the travel agency would fall under the gamut of			
	a)	Personal selling	b)	Sales promotion
	c)	Advertising	d)	Marketing.



- x) Which one of the following is not a technique of demand forecasting?
  - a) Delhi Technique
- b) Correlation Analysis
- c) Direct Derivation
- d) Chi Square Analysis.
- xi) The rate of Goa-Mumbai night (sleeper) coach is Rs. 300 per person. The competitor reduces the price to Rs. 250 per person. The firm should
  - a) Reduce the couch as the best one on the route
  - b) Promote its couch as the best one on the route
  - c) Give better services on route but keep the rate as such
  - d) Have a flight with competitor regarding the issue of the price cut.

#### **GROUP - B**

## (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. Examine the limitations of Marketing Research.
- 3. State the consumer buying process in brief.
- 4. Point out the difference between organisational markets and consumer markets.
- 5. What is Product Life Cycle? What strategy would a marketer adopt at the maturity stage of the PLC?
- 6. State the significance of pricing to a marketer.

#### **GROUP - C**

## (Long Answer Type Questions)

Answer any three of the following.



- 7. Define market segmentation. What variables may be used in this regard? Elucidate. 4 + 11
- 8. What is sales promotion? What broad objectives drive sales promotion? Discuss the various tools of consumer oriented sales promotion. 3+4+8
- 9 Discuss in detail the concept of the extended marketing mix for services with suitable illustrations.
- 10. Describe briefly the New Product Development process. What factors are responsible for the failure of new products ? 12 + 3
- 11. Write short notes on any *three* of the following :  $3 \times 5$

4

- a) Differences between Advertising and Publicity.
- b) Steps of STP for a five star hotel.
- c) Salesmanship.
- d) Societal marketing concept.
- e) Market skimming and penetration.

SS-219