

Name : .....

Roll No. : .....

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.*

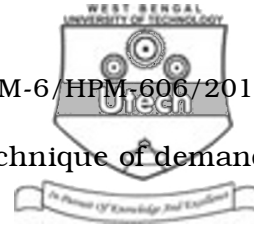
*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
- i) The process of planning and executing the conception, pricing, promotion, that satisfy individual or organiational 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



- 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 × 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.  $3 \times 15 = 45$

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 :  $3 \times 5$ 
  - 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.

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