



Name :

Roll No. :

Invigilator's Signature :

**CS / BSM(N) / SEM-4 / BSM-402 / 2011
2011**

MARKETING MANAGEMENT - I

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) Who among the following is not designated as trader ?

- | | |
|----------------|---------------|
| a) Distributor | b) Wholesaler |
| c) Retailer | d) Agent. |

ii) Product width is

- a) how many product lines a company carries
- b) how many variances a product has
- c) the total number of products a company carries
- d) none of these.



iii) Which one is not included in buyers product adoption process ?

- a) Awareness b) Interest
- c) Wants d) None of these.

iv) Indicate odd element from the following.

- a) Product b) Process
- c) Needs d) Physical evidence.

v) Marketing segmentation helps in

- a) identifying the sales people
- b) identifying the Board of Directors
- c) identifying the Target Customers
- d) identifying the Shareholders.

vi) Relationship selling is based upon the concept of customer

- a) attrition b) retention
- c) one time sale d) after sales service.

vii) Celebrities are used in advertisements to

- a) attract the audience
- b) have high recall
- c) establish brand personality
- d) all of these.



- viii) Services are essentially
- a) costly in nature b) attractive in nature
 - c) liquid in nature d) intangible in nature.
- ix) The step which follows product development in the new product development process is
- a) Business Analysis
 - b) Concept development and testing
 - c) Test marketing
 - d) None of these.
- x) The mark-up pricing is a
- a) cost based pricing
 - b) demand based pricing
 - c) competition oriented pricing
 - d) none of these.
- xi) What is the extension of "USP" ?
- a) Unique Selling Proposition
 - b) Unique Sales Plan
 - c) Unit Sales Plan
 - d) None of these.
- xii) The first step of selling process is
- a) Approach b) Presentation
 - c) Prospecting d) Demonstration.



GROUP – B

(Short Answer Type Questions)

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

2. What are the different objectives of Pricing ?
3. Discuss about the techniques of organizing Marketing Research.
4. Define the terms "Customer Service", "Brand" and "Packaging".
5. Explain the different steps of New Product Development.
6. "Sales is an auxiliary part of Marketing." Comment.

GROUP – C

(Long Answer Type Questions)

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

7. Discuss the various bases for segmenting Markets. How to choose a Target Market for Promotion of Sports ? $8 + 7$
8. Explain the different concepts of Marketing. Distinguish Old/Traditional concept of Marketing from Modern concept of Marketing. $7 + 8$
9. Describe the various factors you would like to consider for selecting the channels of distribution for a consumer product.
10. What is personal selling ? Discuss the different steps in personal selling process. $4 + 11$
11. a) Define the concept of Consumer Behaviour. Explain the importance of studying Consumer Behaviour in Marketing.
b) Briefly describe the various tools and techniques of Sports Promotion in brief. $8 + 7$