	Utech
Name:	
Roll No.:	A Special (V Execution 2nd Explant)
Invigilator's Signature :	

#### MARKETING MANAGEMENT

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:

 $10 \times 1 = 10$ 

- i) "The mistake to paying more attention to the specific products a company offers than to the benefits and experiences produced by these products" is referred to as
  - a) Marketing Hysteria
  - b) Customer Value
  - c) Marketing Myopia
  - d) Marketing Management.

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- ii) A strategy for company growth through starting up or acquiring business outside the company's current product and market is called
  - a) Product Development
  - b) Diversification
  - c) Downsizing
  - d) Market Penetration.
- iii) ...... is the positive differential effect that knowing the brand name has on customer response to the product or service.
  - a) Brand development
  - b) Brand positioning
  - c) Brand selection
  - d) Brand equity.
- iv) Independently owned business that takes title to the merchandise it handles is known as
  - a) Merchant wholesaler
  - b) Full service wholesaler
  - c) Limited service wholesalar
  - d) Mail order wholesaler.

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- v) When a company enters a new product category for which its current brand names are not appropriate, it will likely follow which of the following brand strategies?
  - a) Product extensions
  - b) Line extensions
  - c) Brand extensions
  - d) New brands.
- vi) A company is practising ...... if it focuses on sub-segments with distinctive traits that may seek a special combination of benefits.
  - a) Micro-marketing b)
- b) Niche marketing
  - c) Mass marketing
- d) Segment marketing.
- vii) If an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability and high believability, the advertiser will probably choose which of the following mass media types?
  - a) Newspapers
- b) Television
- c) Direct mail
- d) Radio.

- viii) When Coca-Cola and Nestle formed a joint venture to market a ready-to-drink coffee and tea worldwide, the type of marketing system that was formed would best be described as being a
  - a) Vertical Marketing System
  - b) Horizontal Marketing System
  - c) Multichannel Marketing System
  - d) None of these.
- ix) Technological advances, shifts in consumer tastes and increased competition, all of which reduce demand for a product are typical of which stage in the PLC ?
  - a) Introduction stage b) Growth stage
  - c) Maturity stage d) Decline stage.
- x) Customers are showing greater price sensitivity in their search for
  - a) the right product b) the right service
  - c) the right store d) value.

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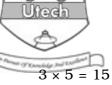
#### xi) Marketing management is

- a) managing the marketing process
- b) selecting target markets
- c) developing marketing strategies to move the company forward
- d) the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.
- xii) Charles Revson of Revlon observed: "In the factory, we make cosmetics; in the store, ..................................."
  - a) we make profits
  - b) we challenge competitors
  - c) we implement ads
  - d) we sell hope.



#### (Short Answer Type Questions)

Answer any three of the following.



- 2. Explain the societal marketing concept. What do you mean by customer perceived value? 2+3
- 3. Explain briefly the major forces that constitute a company's macro-environment.
- 4. Discuss the elements of the Integrated Marketing Communications briefly.
- 5. What are the various functions performed by wholesalers in the distribution channel?
- 6. Critically analyse the role of marketing channels.

#### **GROUP - C**

#### (Long Answer Type Questions)

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

- Define a new product. Explain the different types of new products. Explain the procedures of new product development process.
  - a) Which is the most important step?
  - b) Which step can be ignored?

4 + 6 + 5

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8. "The gap model of service quality is an important customersatisfaction framework." Illustrate all the five service gaps with a real life case. Being a service marketing expert recommend the guidelines to manage service quality gaps.

10 + 5

- 9. What are the stages of product life cycle? Explain the stages in the life cycle of any FMCG product of your choice. Devise suitable marketing strategies for a product at various stages of PLC. 4+6+5
- 10. What is sales promotion? Why is it used? Discuss with e.g.
  - a) Consumer sales promotion methods
  - b) Trade sales promotion methods.

3 + 3 + 9

11. Write short notes on any *three* of the following:

 $3 \times 5$ 

- a) Marketing Mix
- b) Pricing policies
- c) Brand personality
- d) Role of audio-visual media in advertising
- e) Service-Good continuum.