



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-1/MMA-107/2011-12

2011

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 × 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.



- 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 wholesaler
 - d) Mail order wholesaler.



- 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) 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.



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.

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GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

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 × 15 = 45

7. 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



8. "The gap model of service quality is an important customer-satisfaction 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 × 5

a) Marketing Mix

b) Pricing policies

c) Brand personality

d) Role of audio-visual media in advertising

e) Service-Good continuum.

