



Name :

Roll No. :

Invigilator's Signature :

CS/MMA/SEM-1/MMA-107/2012-13

2012

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 the following :

10 × 1 = 10

- i) The specific mix of human traits attributed to a particular brand is called
 - a) Brand equity b) Brand personality
 - c) Brand perception d) Brand coherence.
- ii) A company's microenvironment consists of all *except*
 - a) Customers b) Competitors
 - c) Company d) Climate.
- iii) The set of basic values, perceptions, wants and behaviour learned by a member of a society from family and other institutions is referred to as
 - a) Subculture b) Tradition
 - c) Culture d) Lifestyle.



- iv) Which of the following strategies focuses on company growth by increasing sales of current products to current market segments ?
- a) Market development
 - b) Market penetration
 - c) Diversification
 - d) Product development.
- v) Which of the following is not a personal factor of influencing buying behavior ?
- a) Age
 - b) Lifestyle
 - c) Reference group
 - d) Personality.
- vi) Consumer products and services with unique characteristics are known as
- a) Shopping products
 - b) Speciality products
 - c) Unsought products
 - d) Convenience products.
- vii) Selling a product at two or more prices is known as
- a) Segmented pricing
 - b) Discounted pricing
 - c) Skim pricing
 - d) Psychological pricing.
- viii) Presentation by company's sales force for increasing sales of a product is known as
- a) Advertising
 - b) Direct marketing
 - c) Personal selling
 - d) Publicity.
- ix) Which of the following is not an example of retailing ?
- a) Coca-cola
 - b) Pantaloons
 - c) Ebony
 - d) Shoppers' stop.



- x) Which of the following is an important step of consumer buying process ?
- | | |
|---------------|----------------|
| a) Perception | b) Evaluation |
| c) Adoption | d) Motivation. |

GROUP – B

(Short Answer Type Questions)

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

2. What do you mean by customer relationship management ?
Enumerate the relationship between customer value and customer satisfaction. 2 + 3
3. Describe the environmental forces that affect a company's ability to serve its customers. 5
4. Name the four major factors that influence consumer buying behaviour. 5
5. Explain briefly the business buying process. 5
6. Draw and explain the different stages of Product Life Cycle. 5

GROUP – C

(Long Answer Type Questions)

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

7. a) Discuss the concept of marketing using a simple model of the marketing process. 5
 b) Explain the companywide steps of the strategic marketing planning. 6
 c) Briefly explain the stages in the consumer adoption process. 4
8. a) What are the different bases for segmenting consumer markets ? Explain. 8



- b) Discuss briefly the different target marketing strategies as undertaken by companies to identify their prospective buyers. 4
- c) Name and explain the different levels of a product. 3
10. a) How are products and services classified ? Discuss the different market considerations, with suitable examples, based on which consumer products are classified. 7
- b) What are the different brand development strategies that companies undertake in different product categories ? 4
- c) Discuss the nature and characteristics of a service. 4
11. a) List and define the steps in the new product development process and the major considerations in managing this process. 7
- b) What are the major factors that need to be considered when setting the price of a product ? 5
- c) Discuss briefly the different product mix pricing strategies. 3
12. a) What do you mean by marketing logistics ? What are the major logistic functions that need to be considered by an organization ? 2 + 3
- b) Name and explain the major types of retail organizations. 5
- c) Explain the steps involved in developing and effective communication mix. 5
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