



Name :

Roll No. :

Invigilator's Signature :

CS/BHM/SEPARATE SUPPLE/SEM-7/HM-714/2011

2011

SALES & MARKETING

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) Which one of the following is not a marketing-mix element ?
 - a) Product
 - b) Price
 - c) Packaging
 - d) Promotion.
- ii) Paid promotion of a product by an identified sponsor is known as
 - a) Advertising
 - b) Publicity
 - c) Sales promotion
 - d) Public relation.



- iii) Direct selling is a form of
 - a) 1-level Distribution
 - b) 2-level Distribution
 - c) 0-level Distribution
 - d) 3-level Distribution.

- iv) Which one of the following is a non-durable product ?
 - a) Television
 - b) Refrigerator
 - c) Telephone
 - d) Toilet soap.

- v) Which one of the following is in a Service business ?
 - a) First Flight Courier
 - b) HLL
 - c) Tata Motors
 - d) P&G.

- vi) "Saturation" is a stage which is a part of
 - a) Introduction stage
 - b) Growth stage
 - c) Maturity stage
 - d) Decline stage.

- vii) A "yes/no" type question is called
 - a) Multiple type
 - b) Dichotomous type
 - c) Rating type
 - d) None of these.

- viii) Data collected from a journal is called
 - a) Primary data
 - b) Secondary data
 - c) Perishable data
 - d) Tertiary data.



- ix) Which of the following is a perishable product ?
- a) Potato-chips b) Air-conditioner
- c) Two-wheeler d) Books.
- x) Gathering primary data by observing people, action and situations is
- a) Experimental Research
- b) Survey Research
- c) Observational Research
- d) None of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. How should we design questionnaire ?
3. Discuss merits and demerits of Sampling and Census methods.
4. Differentiate between product and service.
5. Why does product deletion occur ?
6. Write a short note on telephone selling.
7. What do you mean by perceived value pricing and mark-up pricing ?

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8. Write a short note on motivation research.
9. Write short notes on advertisement planning and budget approach.

GROUP – C

(Long Answer Type Questions)

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

10. Branding poses several challenges to the marketer. Discuss the key decisions to branding.
11. A researcher has to design a questionnaire to facilitate data collection. Explain the steps of designing a questionnaire.
12. Every firm must organise and distribute a continuous flow of information to its marketing manager. Justify it.
13. New product development process is undertaken to modify and improve existing products. Discuss with the help of a diagram.

