



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BHSM/SEM-6/HPM-606/2012**

**2012**

**MARKETING AND SALES**

*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) Marketing is
  - a) product oriented                      b) customer oriented
  - c) sales oriented                         d) profit oriented.
- ii) Marketing process embraces the notion of being
  - a) customer focused                      b) profitable
  - c) competitor focused                    d) all of these.
- iii) The marketing managers, internal interaction does not include
  - a) sales                                        b) finance
  - c) suppliers                                 d) public relation.
- iv) Planned Management of media perspective is known as
  - a) publicity                                 b) advertising
  - c) public relation                         d) media planning.



- v) The cognitive theory comes under
  - a) Economic theories
  - b) Psychological theories
  - c) Psycho-analytical theories
  - d) Socio-cultural theories.
- vi) Idea Generation is a stage of
  - a) new product development process
  - b) product life cycle
  - c) both (a) & (b)
  - d) none of these.
- vii) Communication of services which is not paid for any organization is known as
  - a) advertisement
  - b) publicity
  - c) grapevine communication
  - d) motivational research.
- viii) "Price off offer" is a
  - a) sales promotion technique
  - b) promotion technique
  - c) pricing technique
  - d) none of these.
- ix) The thorough and objective gathering and analysis of data that pertain to a given problem in marketing is known as
  - a) marketing research      b) social research
  - c) research                      d) none of these.



- x) AIDA Principle is associated with
  - a) advertising
  - b) product
  - c) commerce
  - d) budgeting.
- xi) The hospitality industry is basically
  - a) product-based
  - b) service-based
  - c) attraction-based
  - d) operating due to hard selling techniques of travel agents.
- xii) The final marketing mix should be decided according to
  - a) The commands of the top brass
  - b) Needs of the marketing manager
  - c) Results of MR surveys and interviews of prospective clients.
  - d) Limitations imposed by the promotion mix and product mix.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

- 2. Point out the differences between organisational markets and consumer markets.
- 3. Compare marketing with sales.
- 4. List the factors that influence consumer behaviour.
- 5. 'Marketers need to focus their attention on targeting and positioning more now-a-days'. Explain.
- 6. Define marketing research and indicate its limitations.



**GROUP – C**

**( Long Answer Type Questions )**

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

7. Give an overview of the extended marketing mix for services with suitable examples. 15
8. Define market segmentation. Discuss its major bases. Suggest segmentation basis for the following :
  - a) Contact lens.
  - b) Furniture.  $4 + 8 + 3$
9. What do you mean by pricing ? Discuss the various pricing strategies in brief.  $3 + 12$
10. What is product life cycle ? Discuss the strategies a marketer may adopt at the maturity and growth stages of the PLC.  $5 + 10$
11. Write short notes on any *three* of the following :  $3 \times 5 = 15$ 
  - a) Societal marketing concept.
  - b) Consumer oriented tools of sales promotion.
  - c) Channels of distribution functions.
  - d) New product development.
  - e) Relationship marketing.

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