	Utech
Name:	
Roll No.:	In Agency (y' Executings 2nd Explaint)
Invigilator's Signature :	

# CS/BSM (New)/SEM-4/BSM-402/2010 2010

## MARKETING MANAGEMENT-I

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:

 $10 \times 1 = 10$ 

- i) McCarthy's 4P's of Marketing refers to
  - a) Product Price Place Process
  - b) Product Price Place People
  - c) Product Price Promotion People
  - d) Product Price Place Promotion.
- ii) Geographic Segmentation refers to
  - a) Age

b) Gender

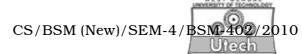
c) State

d) Opinion.

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iii)	Den	nographic Segmentation	n refe	ers to Unean
	a)	Climate	b)	Personality
	c)	Age	d)	Social Class.
iv)	Psychographic Segmentation refers to			
	a)	Religion	b)	Race
	c)	Country Size	d)	Life style.
v)	Und	ler which concept	of	marketing organization
	undertake aggressive selling and promotion effort?			
	a)	Societal concept	b)	Production concept
	c)	Product concept	d)	Selling concept.
vi)	The system of placing names on product is known as			
	a)	Distribution	b)	Pricing
	c)	Target Market	d)	Branding.
vii)	Two closely related products are known as			
	a)	Product item	b)	Product line
	c)	Product life cycle	d)	None of these.
viii)	Macro Environment of Marketing refers to			
	a)	Intermediaries		
	b)	Customers		
	c)	Physical Environment	t	
	d)	Competitive organizat	tion.	



- ix) The process of subdividing a large heterogeneous market into smaller homogeneous sub groups is known as
  - a) Packaging
  - b) Pricing
  - c) Market Segmentation
  - d) Distribution Channels.
- x) Micro Environment of marketing includes
  - a) Political Environment
  - b) Economic Environment
  - c) Suppliers
  - d) Technological Environment.

#### **GROUP - B**

## (Short Answer Type Questions)

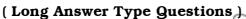
Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. Discuss the elements of the marketing mix in brief.
- 3. Distinguish between product line and product mix with examples.
- 4. Write a short note on Brand Positioning.
- 5. Discuss the factors that affect product pricing.
- 6. How does advertising differ from sales promotion?

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#### **GROUP - C**



Answer any three of the following.



- 7. Discuss the strategies to be adopted by the marketer at different levels of the PLC.
- 8. Define market segmentation. What are its bases? Explain with an example from the sports industry. 5 + 10
- 9. Define New Product. Write in detail the different stages inNew Product Development.5 + 10
- 10. a) What are the different types of distribution channels?
  - b) What factors govern the choice of a particular distribution channel? 7+8
- 11. a) What is the role of packaging in the context of modern day marketing?
  - b) Describe briefly the elements of an optimum promotion mix of a firm. 6+9

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