



Name :

Roll No. :

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 × 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.



- iii) Demographic Segmentation refers to
- 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) Under 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
 - d) Competitive organization.



- 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 ?



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Discuss the strategies to be adopted by the marketer at different levels of the PLC. 15
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 in New 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
