



Name :

Roll No. :

Invigilator's Signature :

CS/B.TECH(FT)/SEM-8/ID-802A/2012

2012

MARKETING & DISTRIBUTION LOGISTIC

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 × 1 = 10

i) Brand is

- a) a trade name b) a symbol of disgrace
- c) a distinguishing name d) all of these.

ii) STP concept stands for

- a) segmenting, targeting & positioning
- b) selling, targeting & positioning
- c) strategy, targeting & positioning
- d) none of these.



- iii) The focus of marketing is for
 - a) long run & short run b) long run
 - c) short run d) none of these.
- iv) Which of the following is not the key Macro Environment factor ?
 - a) Economy b) Technology
 - c) Politics d) Climate.
- v) The acronym e-CRM stands for
 - a) Emphasized Customer Relationship Management
 - b) Electronic Customer Relationship Management
 - c) Emerging Customer Relationship Management
 - d) None of these.
- vi) Which one of the following is not the element of 5M's of advertising ?
 - a) Mission b) Money
 - c) Man d) Measurement.
- vii) Demand of the customer means
 - a) Need, directed to a specific object
 - b) Need, backed by the ability to pay
 - c) Want, directed to a specific object
 - d) Want, backed by the ability to pay.
- viii) Which is the last stage of new product development ?
 - a) Business Analysis b) Product Development
 - c) Commercialization d) Screening.



- ix) Which of the following elements is not the criteria of Market Segmentation ?
- a) Demography b) Geography
 - c) Psychographic d) Distribution.
- x) When the customer is aware and willing to buy the product at high prices, which pricing strategy is appropriate ?
- a) Skimming Pricing Strategy
 - b) Penetrating Pricing Strategy
 - c) Sealed Bid Pricing Strategy
 - d) Going Rate Pricing Strategy.
- xi) Which of the following is the external pricing factor ?
- a) Costs b) Marketing Objectives
 - c) Economy d) All of these.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss the 5M's in Advertising.
3. Distinguish between Advertising & Sales Promotion.
4. Draw the Product Life Cycle and explain its stages.
5. Write short notes on the following :
 - i) Marketing Mix
 - ii) Brand Image.
6. Discuss the qualities of a successful sales person.

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GROUP – C

(Long Answer Type Questions)

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

7. a) Why does the marketer need to segment the market ?
b) Discuss the major bases of market segmentation with examples. $5 + 10$
8. a) What do you understand by Distribution Channel ?
b) What are the roles of Channel Members ?
c) Discuss the process of selecting right channels of distribution. $2 + 5 + 8$
9. a) What is Direct marketing ?
b) What are its benefits and drawbacks ?
c) Explain the major channels of Direct Marketing. $3 + 3 + 3 + 6$
10. a) What is Public Relations ?
b) What are the functions of PR Department ?
c) Distinguish between Publicity and Public Relations. $3 + 10 + 2$
11. Write short notes on the following : 3×5
- a) Penetrating Pricing Strategy
b) Skimming Pricing Strategy
c) Distribution Logistic.

