Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA(NEW)/SEM-3(PT)/MB-208/2010-11
2010-11
MARKETING MANAGEMENT

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)   Valuable competencies, physical assets and human assets represent company's

   a) strengths   b) weaknesses

         c) opportunities   d) threats.

    ii) Marketing research process starts with

         a) developing the research plan

         b) defining the problem

         c) collecting the information

         d) presenting the findings.

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iii) .... is the highest need in the Maslow hierarchy.

    a) Self actualization   b) Safety

    c) Physiological   d) Esteem.

iv) .... is the starting step in applying the marketing strategy.

    a) Segmentation   b) Positioning

    c) Targeting   d) Branding.

v) .... is the process of unpacking big packets into small packets.

    a) Sorting

    b) Breaking bulk

    c) Holding stock

    d) Channels of communication.

vi) .... stores sell products at low prices with low margin.

    a) Discount store   b) Off price retailer

    c) Superstore   d) Convenience store.

vii) Which is paid form of non-personal communication ?

    a) Sale promotion   b) Public relation

    c) personal selling   d) Advertising.

viii) Variety of products like raw materials, machines, machine tools, equipment, components and spares are sold in

    a) consumer goods market

    b) industrial good market

    c) non-profit market

    d) government market.
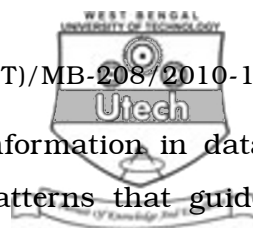
ix) The process of searching through information in data warehouse to identify meaningful patterns that guide decision making is called as

   a) data warehouse

   b) data mining

   c) marketing decision support system

   d) data validation.

x) Hoardings, billboards and posters are some of the tools used in .... media.

   a) print   b) broadcast

   c) outdoor   d) on-line.

xi) A strategy in which company stocks goods in limited number of retail outlets in called

   a) intensive distribution

   b) selective distribution

   c) exclusive distribution

   d) direct selling.

xii) Marketing is a

   a) need creating process

   b) need satisfying process

   c) need destructing process

   d) both (a) and (b).

GROUP – B
(Short Answer Type Questions)
Answer any *three* of the following.   3 ∞ 5 = 15

2. Write in brief the limitations of sales promotion.

3. What is advertising ? How does it differ from publicity ?

4. What are the objectives of product planning ? What are their components ?

5. Discuss in brief "Francesco Nicosia Model" of consumer behaviour.

6. Distinguish between marketing and selling.

GROUP – C
(Long Answer Type Questions)
Answer any *three* of the following.   3 × 15 = 45

7. What is market segmentation ? Discuss in detail different bases of segmentation for consumer products.

8. What are consumer goods ? How are they classified as per traditional and modern approach ?

9. What is PLC ? Draw a diagram to show its stages. What are the major implication, merits and limitations of the same ?

10. What are the price and cost methods of measuring brand equity ? Discuss.

11. What are marketing intermediaries ? Explain the different functions and services of them.

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