

**CS/BSM/SEM-4/BSM-402/2012**

**2012**

**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 any *ten* of the following :

10X1 = 10

i) Market means

a) a place where buyers & sellers meet together

b) good managers

c) ethics of society

d) none of these.

ii) The step which follows product development in the new  
product development process is

a) Business analysis

b) Concept development and testing

c) Test marketing

d) None of these.

iii) The mark up pricing is a

a) Cost based pricing

b) Demand based pricing

c) Competition oriented pricing

d) None of these.

- iv) What is the extension of "USP" ?
- a) Unique Selling Proposition
  - b) Unique Sales Plan
  - c) Unit Sales Plan
  - d) None of these.
- v) The first step of selling process is
- a) Approach b) Presentation
  - c) Prospecting d) Demonstration.
- vi) Which of the following is true in respect of features of marketing research ?
- a) It is a search for data
  - b) It should be objective
  - c) It is a systematic process
  - d) All of these.
- vii) The third stage in Product Life Cycle ( PLC ) is
- a) Growth b) Maturity
  - c) Introduction d) Decline.
- viii) Advertising is a part of the
- a) Product mix b) Place mix
  - c) Promotion mix d) Price mix.
- ix) Which one of the following techniques of consumer sales promotion ?
- a) Trade coupons b) Sales manuals
  - c) Price discounts d) Off invoice allowance.
- x) Which is not a characteristic of services ?
- a) Intangible b) Perishable
  - c) Inseparable d) Homogeneous.
- xi) Which of the following is a component exclusively of services marketing mix ?

- a) Product b) Place
- c) Price d) People.

**GROUP – B**

**( Short Answer Type Questions )**

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

- 2. Explain the different factors influencing consumer behaviour.
- 3. Enumerate the functions of packaging in marketing.
- 4. Marketing Mix is the sole vehicle for creating and delivering superior customer value. Discuss.
- 5. Examine the importance of studying consumer behaviour in marketing.
- 6. Modern marketing is integrated and societal by nature. Explain.

**GROUP – C**

**( Long Answer Type Questions )**

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

- 7. a) What is sales promotion ?
- b) What broad objectives drive sales promotion ?
- c) Describe the various tools and techniques of consumer oriented sales promotion. 3 + 4 + 8
- 8. a) What is market segmentation ?
- b) Discuss the various bases of segmenting markets.
- c) How to choose a target market for the promotion of sports ? 3 + 9 + 3
- 9. a) Distinguish between pricing policy and pricing method.
- b) What is the difference between market skimming pricing and penetration pricing ? When are they used by marketers ? 5 + 10

10. a) Enumerate the steps involved in New Product Development using a flow diagram.

b) Why do products sometimes fail even after conducting successful test marketing ? 12 + 3

11. Write short notes on any *three* of the following : 3 5

a) Techniques of objections handling

b) Marketing vs selling

c) Criteria of a good brand name

d) Factors determining selection of a distribution channel

e) Positioning.