

**CS/BSM/SEM-4/BSM-402/2013**

**2013**

**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 :

10X1 = 10

i) Condition of Marketing is

- a) a place where buyers and sellers meet together
- b) good managers
- c) ethics of society
- d) none of these.

ii) Which of the following is a step of new product development process ?

- a) Business Analysis
- b) Concept development and testing
- c) Test marketing
- d) All of these.

iii) The cost based pricing includes

- a) mark-up pricing
- b) demand based pricing
- c) competition oriented pricing
- d) none of these.

iv) What is the extension of SWOT ?

- a) Unique Selling Proposition
  - b) Unique Sales Plan
  - c) Unit Sales Plan
  - d) None of these.
- v) The second step of selling process is
- a) Pre-approach b) Presentation
  - c) Prospecting d) Demonstration.
- vi) Which of the following is true in respect of features of marketing ?
- a) It is a search for data
  - b) It should be objective
  - c) It is a systematic process
  - d) All of these.
- vii) The first stage in PLC is
- a) growth b) maturity
  - c) introduction d) decline.
- viii) PR is a part of the
- a) Product mix b) Place mix
  - c) Promotion mix d) Price mix.
- ix) Consumer sales promotion is
- a) Trade coupons
  - b) Sales manuals
  - c) Off-invoice allowance
  - d) none of these.
- x) Which one of the following characteristics is not applicable for services ?
- a) Intangible
  - b) Perishable
  - c) Inseparable from the servicemen

d) Homogeneous in nature.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following. 3X5 = 15

2. Explain the concept of Promotional Mix.
3. Explain the process of Consumer Behaviour.
4. What are the different factors affecting pricing ?
5. Discuss about the techniques of sales promotion.
6. Define the terms SCM, Logo and Trademark.
7. Explain the different steps of Personal Selling.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following. 3X15 = 45

8. Discuss the various factors for segmenting Consumer markets. How is the Target Market to be chosen for a newly started sports event management company ? 8 + 7
9. Distinguish between old/traditional concept of marketing and modern concepts of marketing.
10. Describe the various factors of channels of Distribution with examples.
11. What is advertising ? Discuss the different types of advertising with their merits and demerits. 4 + 11
12. Explain the importance of studying Consumer Behaviour in Sports Marketing Management. 7 + 8
13. What are the different methods of Pricing ? What is the difference between Skimmed Pricing and Penetration Pricing ? 6 + 9