

CS/HM/SEM-2/BHM-204/2012

2012

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) For a hospital, which one of the promotion methods is dominant ?

- a) Advertisement b) Sales Promotion
- c) Public Relation d) Direct marketing.

ii) The first step of selling process is

- a) Approach b) Presentation
- c) Prospecting d) Demonstration.

iii) New product means

- a) Repositioning of existing product
- b) Offering existing product at low price
- c) Making improvement in the existing product
- d) All of these.

iv) When the customer is aware and willing to buy the product at higher prices, which pricing strategy is appropriate ?

- a) Penetrating Pricing strategy
- b) Skimming Pricing strategy
- c) Going rate Pricing strategy
- d) Sealed Bid Pricing strategy.

v) Marketing Mix functions such as Coverage, Assortment and Inventory etc. are related to

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

vi) Rolex watches can only be found in a very limited number of intermediaries. This is an example of

- a) Exclusive distribution b) Intensive distribution
- c) High-end distribution d) Selective distribution.

vii) Frequently purchased inexpensive item & buyer spends little effort to find & purchase it is related to

- a) Shopping Product b) Speciality Product
- c) Unsought Product d) Convenience Product.

viii) The pricing method in which the seller takes the maximum price that the customers are willing to pay for the product under given circumstances, is known as

- a) Maximum pricing
- b) Marginal cost pricing
- c) 'What the traffic can bear' pricing
- d) Customer pricing.

ix) Direct Marketing channel is also called as

- a) Zero level channel b) One level channel
- c) Multi-level channel 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.

xi) Ideas for new products can come from

- a) Customers b) Competitors
- c) Channel members d) All of these.

- xii) Personal selling is a process of
- a) Advertising b) Public relation
 - c) Sales promotion d) None of these.

GROUP – B

(Short Answer Type Questions)

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

- 2. Point out the different factors that influence the buying decision of a consumer.
- 3. Write a note on the tools of Marketing Research.
- 4. How can the market for health care industry be segmented ? Discuss.
- 5. Examine the role and importance of Public Relations in the context of a hospital.
- 6. STP is highly important at the time of launching a new product or service. Discuss with an example.

GROUP – C

(Long Answer Type Questions)

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

- 7. a) Discuss the concept of Product Life Cycle with a suitable diagram.
- b) Analyse the different marketing strategies that can be adopted by a firm at different stages of its PLC. $6 + 9$
- 8. a) Distinguish between pricing method and pricing policy.
- b) Discuss in detail the various pricing strategies that can be adopted by a marketing firm.
- c) Write a note on the concept of Break-Even Pricing.

$3 + 8 + 4$

- 9. a) Define the term 'promotion'.
- b) Explain the 5M's of Advertising.
- c) Analyse the different components of the Promotion Mix of a firm.

$3 + 5 + 7$

10. a) What do you mean by distribution channel ?
b) Explain the factors that influence the choice of a particular distribution channel.
c) Suggest a suitable distribution channel for a premium brand of a frost free double door refrigerator. 4 + 7 + 4

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

- a) Service Quality gap.
b) New Product Development
c) Societal Concept of Marketing
d) Advertising effectiveness
e) Marketing Myopia.

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