

2011

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 :

10 × 1 = 10

- i) A registered brand is called
 - a) logo b) brand equity
 - c) trade mark d) patent.
- ii) Advertising is a part of
 - a) Product mix b) Place mix
 - c) Price mix d) Promotion mix.
- iii) DVD player is an example of
 - a) FMCG b) Consumer durable
 - c) Industrial d) all of these.
- iv) DAGMAR model was proposed by
 - a) Russel H Colley b) Philip Kotlar
 - c) David Ogilvy d) D. McGregor.
- v) Medical representatives are known as
 - a) Order taker b) Order getter
 - c) Order creator d) none of them.
- vi) Retailers are directly linked with
 - a) physical distribution b) promotion

- c) product d) pricing.
- vii) Physical evidence is an element of
- a) product mix b) service mix
- c) marketing mix d) all of these.
- viii) is a paid form of impersonal presentation of goods, services and ideas through an identified sponsor.
- a) Publicity b) Advertising
- c) Sales promotion d) Personal selling.
- ix) Solitary survivor is the stage of family life cycle.
- a) first b) third
- c) fifth d) final.
- x) Which of the following is not a variable of segmentation ?
- a) Demographic b) Psychographic
- c) Behavioural d) Heredity.
- xi) What is the extension of USP ?
- a) Unique selling proposition
- b) Unique selling plan
- c) Unique selling position
- d) Unit selling price.

GROUP – B

(Short Answer Type Questions)

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

2. What is marketing myopia ?
3. What are the criteria for effective segmentation ?
4. Differentiate between marketing and selling.
5. State the different types of consumer behaviour.

6. Explain the concept of marketing mix.

GROUP – C

(Long Answer Type Questions)

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

7. What are the elements of marketing micro environment and how are they important ? How does the elements of marketing macro environment affect decision making ? $8 + 7$

8. Different intermediaries perform different functions. Discuss. Explain with suitable examples the concept of channel flows. Discuss with examples some direct marketing channel options. $5 + 5 + 5$

9. What are the different branding strategies available to marketer ? With real life examples, discuss the characteristics of a good brand name. $8 + 7$

10. Marketing managers can make five major decisions, known as the five M-s, in developing a successful advertising program. Discuss. Advertisement objectives can be classified into four broad groups. Discuss. $10 + 5$

11. Write short notes on any *three* of the following : $3 \times 5 = 15$

- a) Market skimming strategy
- b) Market penetration strategy
- c) Go-Error and Drop-Error
- d) Different channel flows
- e) Tele shopping and Mail shopping.

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