

**CS/BBA(H)/BIRM/BSCM/SEM-4/BBA-404/2012**

**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 :

10 × 1 = 10

i) Variety seeking behaviour is applicable for

a) high involvement product

b) low involvement product

c) high involvement with very few brand differentiation

d) low involvement with high brand differences.

ii) Use situation comes under

a) demographic segmentation

b) behavioural segmentation

c) geographic segmentation

d) psychographic segmentation.

iii) Retailers are directly linked with

a) physical distribution b) promotion

c) product d) pricing.

iv) Physical evidence is an element of

a) product mix b) service mix

c) marketing mix d) all of these.

v) ..... 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.

vi) Showroom retailers are able to offer low prices as a result of

a) larger physical location

b) inexpensive warehouse space, reduced shoplifting losses, and long-lived products

c) high volume of perishable items

d) quick purchase process because of a large number of service representatives

e) offering a very small number of high volume items.

vii) All of the following statements concerning internet retailers are correct *except*

a) internet retailers have been one of the most uniformly successful classes of businesses on the internet

b) retailers that combine an online operation with a physical store operation have generally been more successful than purely internet retailers

c) internet retailers have suffered significantly from the dot.com bust, with many failing

d) internet retailers usually maintain little or no inventory, ordering directly from vendors to fill orders they receive via their websites

e) retailers of tangible goods are plentiful on the internet, but retailers of services are nonexistent.

iii) The gap between what customers expect and what they

receive when dealing with a firm is

a) related to the price they paid for something, not its quality

b) always positive because the higher of the two values is counted first

c) impossible to measure because its subjective, not objective

d) one measure of their satisfaction with a firm and its products

e) one of the traditional methods of testing new products.

ix) In an integrated marketing communications program, which of the following is not one of the ways in which a customer may have contact with the organization ?

a) Direct mail

b) Personal letters from competitors

c) Personal selling

d) Internet messages

e) Media advertising.

x) ..... is a group of product items or brands that are closely related in terms of their functions and benefits they provide.

a) Product item b) Product line

c) Product mix d) Product length.

xi) Full form of CRM is

a) Customer Relationship Management

b) Customer Retention Management

c) Customer Research Management

d) Customer Retail Management.

xii) Which concept is not a part of Evolution of Marketing ?

- a) Product concept b) Production concept
- c) Marketing concept d) Financial concept.

**GROUP – B**

**( Short Answer Type Questions )**

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

- 2. Discuss the various pricing objectives.
- 3. Sales is an auxiliary function of marketing. Comment.
- 4. Explain briefly the major forces that constitute a company's macro-environment.
- 5. Mention the steps essential for demonstrating successful salesmanship.
- 6. Suggest suitable marketing strategies for an FMCG product in its maturity and decline stages respectively.

**GROUP – C**

**( Long Answer Type Questions )**

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

- 7. a) Discuss the factors influencing consumer buying behaviour.
  - b) Wholesalers perform so many important functions, that it is not possible to eliminate them altogether from the channels of distribution. Do you agree ? Discuss.
- 9 + 6
- 8. a) What do you mean by market segmentation ?
  - b) Discuss the major segmentation variables for consumer markets.
  - c) Suggest segmentation basis for the following :
    - i) Furniture
    - ii) Bicycles.  $3 + 8 + 4$

9. a) Elucidate the stages involved in New Product Development.

b) Why do you think some products ultimately fail even after successful test marketing ?

c) Is marketing and selling synonymous ? 8 + 3 + 4

10. a) What is advertising media ?

b) How does a firm go about selecting an appropriate advertising media for a specific product or service ?

c) Discuss the advantages and disadvantages of the following media vehicles :

i) Newspapers

ii) Radio

iii) Internet. 3 + 6 + 6

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

a) Psychological pricing

b) Positioning

c) Channel levels

d) Components of products

e) Characteristics of a good brand name.

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