

CS/BBA(H)/BIRM/BSCM/4th Sem/BBA-404/2014

2014

Marketing Management-I

Time Alloted : 3 Hours

Full Marks : 70

The figure 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) The Key goal of marketing is to develop long lasting relationship into all the people of an organization and is known as
 - a) Holistic Marketing b) Relationship Marketing
 - c) Integrated Marketing d) Internal Marketing.
 - ii) "Specialty" goods are those which
 - a) Are bought into minimum efforts
 - b) Take considerable time in making selection
 - c) Enjoy certain special features and special efforts are made in their purchase
 - d) Are tangible products that last longer
 - iii) 'Breath' of a product is measured by _____ manufactured by a single manufacturer
 - a) Variety of product
 - b) single product
 - c) assortment of size of products
 - d) same raw material

2048

1

[Turn over]

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- iv) "The mistake of paying more attention to the specific products a company offers than to the benefits and experiences produced by these products" is referred to as:
- a) Marketing Hysteria b) Customer Value
 - c) Marketing Myopia d) Marketing Management
- v) A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction.
- a) Motive b) Want
 - c) Demand d) Requirement
- vi) _____ is the positive differential effect that knowing the brand name has on customer response to the product or service.
- a) Brand Development b) Brand Positioning
 - c) Brand Selection d) Brand Equity
- vii) _____ are products bought by individuals and organizations for further processing or for use in conducting a business.
- a) Consumer Products b) Services
 - c) Industrial Products d) Specialty Products
- viii) According to the simple five-step model of the marketing process, a company needs to _____ before designing a customer-driven marketing strategy.
- a) Determine how to deliver superior value
 - b) Build profitable relationships with customers
 - c) Understand the marketplace and customer needs and wants
 - d) Use customer relationship management to create full partnerships with key customers
- ix) The process of dividing a total market into different market groups so that persons within each group have relatively similar product needs is called
- a) Market Segmentation b) Market Differentiation
 - c) Market Division d) Market Targeting
- x) Complex buying behavior is characterized by
- a) low consumer involvement
 - b) high consumer involvement
 - c) complex consumer involvement

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- d) insignificant difference between brands
- xi) What is the concept that holds that consumer, if left alone, will ordinarily not buy enough of the organisation's products?
- a) Production concept b) Product concept
c) Marketing concept d) Selling concept
- xii) The State of Demand, when Demarketing tasks are taken up to reduce demand temporarily is
- a) Latent Demand b) Negative Demand
c) Over-Full Demand d) Positive Demand

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following. 3x5=15

2. What is the difference between 'a branded house' and 'a house of brands'?
3. Discuss the bases of market segmentation which any watch manufacturing firm is following for their watches.
4. Discuss the importance of PEST analysis in the context of marketing environment elements.
5. Briefly illustrate the points of similarities and differences between the elements of the communication mix.
6. "Competition can take up to four levels to include all the actual and potential rival offerings and substitutes that a buyer might consider." Discuss about the four levels of competition giving examples from the real market.

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. 3x15=45

7. a) Discuss briefly the five core customer and marketplace concepts.

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- b) Outline the four C's of the marketing mix from the buyers' viewpoint.
- (c) Outline the consumer decision making process in brief.
[6+3+6]
8. (a) Discuss the different stages of a 'Product Life Cycle', giving implications of the changes in strategy for each stage.
- (b) Name and define the different types of consumer products, explaining marketing conditions and giving examples of each.
- (c) Elucidate the STPD concept of marketing.
[7+4+4]
9. (a) Draw the schematic diagram of New Product Development (NPD) process.
- (b) Briefly discuss about the different branding strategies.
- (c) Explain the two broad strategies that marketers can choose while setting the price of a product?
[4+6+5]
10. (a) How do you go about selecting an appropriate advertising media for a specific product/ service?
- (b) Discuss the advantages and disadvantages of the various advertising media,
- (c) What are the steps involved in effective communication process?
[4+8+3]
11. Write short notes on any three: [3X5]
- (a) Marketing mix
- (b) Inventory management
- (c) Channel level
- (d) Psychological pricing
- (e) Failure of new products