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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

MARKETING MANAGEMENT - I

SEMESTER - 4



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) Ideas for new-products can come from
- | | | |
|--------------------|-----------------|--------------------------|
| a) Customers | b) Competitors | |
| c) Channel members | d) All of them. | <input type="checkbox"/> |
- ii) Medical representatives are known as
- | | | |
|------------------|------------------|--------------------------|
| a) Order taker | b) Order getter | |
| c) Order creator | d) None of them. | <input type="checkbox"/> |
- iii) Demand of the customer means
- | | | |
|--|--|--------------------------|
| a) Need, directed to a specific object | | |
| b) Need, backed by the ability to pay | | |
| c) Want, directed to a specific object | | |
| d) Want, backed by the ability to pay. | | <input type="checkbox"/> |
- iv) Which of the following is not a base for segmenting consumer market ?
- | | | |
|-----------------------------|--------------------------------|--------------------------|
| a) Demographic segmentation | b) Psychographic segmentation | |
| c) Behavioural segmentation | d) Physiological segmentation. | <input type="checkbox"/> |
- v) Which distribution policy 'TATA MOTORS' is followed for launching of 'TATA-NANO' ?
- | | | |
|--------------|-------------------|--------------------------|
| a) Intensive | b) Selective | |
| c) Exclusive | d) None of these. | <input type="checkbox"/> |



vi) One of the important characteristics of Service is

- | | |
|----------------|-----------------------|
| a) Tangibility | b) Non-perish ability |
| c) Homogeneity | d) Intangibility. |



vii) What is the extension of USP ?

- | | |
|-------------------------------|------------------------|
| a) Unique Selling Proposition | b) Unique Selling Plan |
| c) Unique Selling Position | d) Unit Selling Price. |

viii) Market means

- | |
|---|
| a) a place where buyers and sellers meet together |
| b) good managers |
| c) ethics of society |
| d) actual and potential customers. |

ix) Protection of contents is one of the essential of good

- | | |
|---------------------|------------------|
| a) Brand name | b) packaging |
| c) Product - Lining | d) All of these. |

x) Any organization selling directly to the final consumer is doing

- | | |
|------------------|-----------------|
| a) Whole selling | b) Retailing |
| c) Franchising | d) Warehousing. |

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What is SWOT analysis ? What is its importance ?
3. Define the terms 'Brands' and 'Trademarks', with suitable illustration.
4. What do you mean by marketing ? Discuss the role of marketing mix for the following :
 - i) Pulse Polio campaign
 - ii) Cherry Blossom shoe polish.
5. Discuss the functions of Packaging.



6. Distinguish between Market-Skimming Pricing and Market-Penetration Pricing.

GROUP – C

(Long Answer Type Questions)



Answer any *three* questions.

3 × 15 = 45

7. Why distribution channels are required in a business operation ? Outline the different levels of distribution channels. Discuss in brief the factors influencing the choice of distribution channels. 2 + 3 + 10
8. Describe the different stages of new product development.
9. What are the stages in setting pricing policy ? Discuss mark up pricing and target return pricing. 8 + 7
10. Why study of marketing environment is essential for preparing a successful marketing strategy ? Describe micro and macro environmental factors.
11. a) Explain the different concepts of Marketing.
- b) Distinguish Selling from Marketing. 10 + 5

END