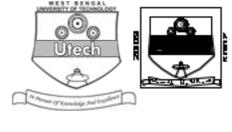
MARKETING MANAGEMENT - I (SEMESTER - 4)

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1.	Signature of Invigilator				di di	~	A Carrier	al today	ה מ	-	‡	<u>_</u>
2.	Signature of the Officer-in-Charge	o. [
	Roll No. of the Candidate											

CS/BBA(H)BIRM/BSCM/SEM-4/BBA-404/09 **ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009** MARKETING MANAGEMENT - I (SEMESTER - 4)

Time: 3 Hours] [Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES:

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of 32 pages. The questions of this concerned subject commence from Page No. 3.
- 2. In **Group - A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided against each question.
 - For Groups B & C you have to answer the questions in the space provided marked 'Answer b) Sheet'. Questions of Group - B are Short answer type. Questions of Group - C are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box provided as in your Admit Card before answering the questions. 3.
- 4. Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will 6. render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, which will lead to disqualification.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

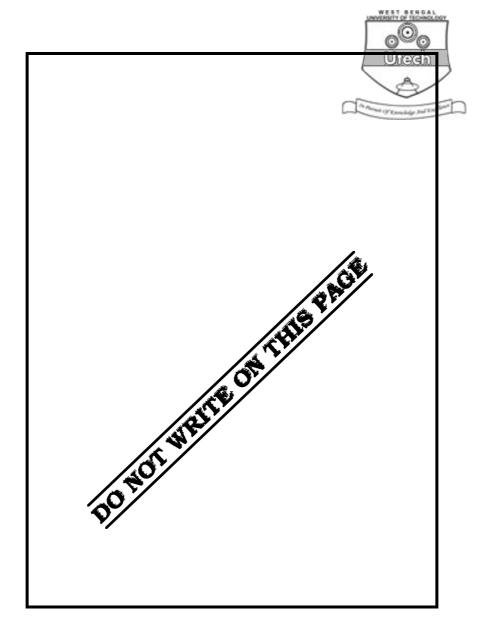
No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - B Group - A Group - C Examiner's **Question** Total | Number Marks **Signature** Marks **Obtained**

•	•	•	•	•	•	•	•	•	•	•	•								•	•	•	•	•	•	•	•	•	•	•	•	•	•						•	•	•	•	•				•	•					•		•	•	•			
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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE 2009 MARKETING MANAGEMENT SEMESTER - 4

Time: 3 Hours [Full Marks: 70

GROUP - A

(Multiple Choice Type Questions)

1.	Choo	se the	e correct alternatives for the follo	owing		10 × 1 = 10								
1.	i)		s for new-products can come fro		•	10 × 1 = 10								
	1)	a)	Customers	b)	Competitors									
		c)	Channel members	d)	All of them.									
	ii)	Medi	cal representatives are known a	S										
	11)		Order taker		Order getter									
		a)		p)	Order getter None of them.									
		c)	Order creator	d)	None of them.									
	iii)	Demand of the customer means												
		a)	Need, directed to a specific obj											
		b)	Need, backed by the ability to	pay										
		c)	Want, directed to a specific obj	ject										
		d)	Want, backed by the ability to	pay.										
	iv)	Whic	h of the following is not a base	for seg	gmenting consumer marke	t ?								
		a)	Demographic segmentation	b)	Psychographic segmentat	tion								
		c)	Behavioural segmentation	d)	Physiological segmentation	on.								
	v)	Whic	ch distribution policy 'TATA	MOT	ORS' is followed for la	aunching of								
		'TATA	A-NANO' ?											
		a)	Intensive	b)	Selective									
		c)	Exclusive	d)	None of these.									

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		4 =			
vi)	One	e of the important characteristic	s of Se	rvice is	
	a)	Tangibility	b)	Non-perish ability	
	c)	Homogeneity	d)	Intangibility.	
vii)	Wha	at is the extension of USP?		As Alaman (5° Exercising State Excellent)	
	a)	Unique Selling Proposition	b)	Unique Selling Plan	
	c)	Unique Selling Position	d)	Unit Selling Price.	
viii)	Maı	ket means			
	a)	a place where buyers and sel	lers me	eet together	
	b)	good managers			
	c)	ethics of society			
	d)	actual and potential customer	s.		
ix)	Pro	tection of contents is one of the	essent	ial of good	
	a)	Brand name	b)	packaging	
	c)	Product - Lining	d)	All of these.	
x)	Any	organization selling directly to	the fina	al consumer is doing	
	a)	Whole selling	b)	Retailing	
	c)	Franchising	d)	Warehousing.	
		GROU	P _ R		
		(Short Answer T		uestions)	
		Answer any three	of the	following.	$3\times 5=15$
Wha	t is S	WOT analysis? What is its imp	ortanc	e ?	
Defin	ne the	e terms 'Brands' and 'Trademark	ks', wit	h suitable illustration.	
Wha	t do y	you mean by marketing? Discu	ss the	role of marketing mix for th	ne following :
i)	Puls	se Polio campaign			
ii)	$\mathrm{Ch}\epsilon$	erry Blossom shoe polish.			
Disc	uss t	he functions of Packaging.			

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2.

3.

4.

5.

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

5

GROUP - C

(Long Answer Type Questions)

Answer any three questions.

- $3 \times 15 = 45$
- 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